

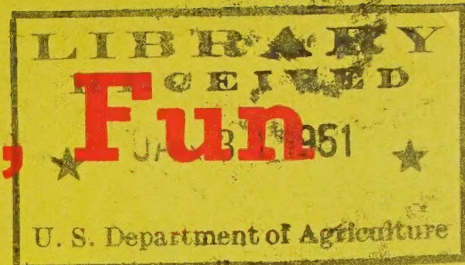
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# Kellogg's Fruit, Fun and Dollars



Formerly "Great Crops of Strawberries and How to Grow Them"

*Spring 1951*



## RED RICH STRAWBERRY

(Plant Patent No. 993)

Redder, sweeter, tastier, hardier, more productive, and more disease resistant than any other everbearing plant.

Freezes well and thaws without loss of firmness, flavor or natural sugars. The greatest Strawberry development in 50 years.

Red Rich was produced after 15 years of cross-breeding with Fairfax and Wayzata as parents. Marion Hagerstrom, the breeder, crossed more than 15,000 plants dur-

ing this time. Produced 10,000 quarts per acre in 1948, when first tried on acreage scale.

Red Rich keeps exceedingly well, freezes well, and ships well. Its deep red color runs clear through. Unusually sugary and sweet. Red Rich is a new everbearing variety that you ought to try. Order 25 or 50 and see what it does for you.

PRICES: 25 for \$5.25; 50 for \$9.25.

**R. M. Kellogg Company    Three Rivers, Mich.**





**F. E. Beatty, Outstanding Strawberry Expert**

# The Key to Strawberry Profits

## *A Simple and Easy-to-Follow Treatise on the Growing of Strawberries and Other Fruits*

Good plants are essential to success with Strawberries, but good cultivation and knowledge of what you are doing are important too. Here F. E. Beatty, outstanding as an expert in Strawberries, gives you the simple secrets to his success.

**T**his book has brought financial independence to alert men and women everywhere. It is the Key to the Door through which you will find Success, Prosperity and Independence. Read and re-read it . . . every word it contains can be turned into real dollars.

### **The Essentials**

Thoroughbred, highly productive plants, well prepared fertile soil, thorough cultural methods and proper picking, packing and marketing of the berries are the four essentials necessary to insure big crops and big profits from Strawberries.

Pure-bred, highly productive plants always can be depended upon to produce big crops of fancy berries when the other essentials are present.

Well prepared, fertile soil is highly essential because plants are dependent upon the food elements supplied by the soil, and the more fertility the soil contains the more material each plant has to draw upon in building its crop.

Thorough cultivation serves to retain moisture, increases the activity of the bacteria which converts the plant food into available form, prevents weeds and promotes heavy root development which in turn increases the growth and productiveness of the plants.

The picking, packing and marketing of the berry crop is the last and one of the most important steps in Strawberry growing. Fancy berries can be made to appear more attractive and inviting by proper picking and packing, and by adding to their beauty and attractiveness you will create a great demand and the berries will command higher prices.

The most successful Strawberry growers are those who put these four essentials into actual practice to the fullest extent.

### **Choosing Plants**

The quality of the plants you set determines the quality and quantity of berries you will pick. Note the plant in heavy fruit (right). No matter how good the soil was, no matter how well it was prepared, and no matter how well this

plant had been cared for after planting, it could not have produced such a heavy crop of berries had it not been a healthy, vigorous plant with inborn fruiting qualities in the beginning.



Pure-bred true-to-name plants selected from mother plants of the highest fruiting powers are the foundation of a profitable berry crop, but plants which are taken from fruiting beds, or which have been propagated without any regard to selection and restriction soon will deteriorate and become unprofitable, if indeed they are not unprofitable from the very beginning.

Whether you grow Strawberries for home use or market it is to your profit to set plants which will respond readily to the intensive cultural methods described in this book.

Kellogg's thoroughbred Strawberry Plants are recognized throughout the world as the most productive and most profitable Strawberry plants grown. They can be secured only from R. M. Kellogg Company, Three Rivers, Michigan.

### **Soils**

Any soil that will produce vegetables or common farm crops also will produce Strawberries providing it is well drained. However, old timothy sod should be avoided on account of white grubs.



The kind of soil you have is not so important as what is put into the soil, the manner in which it is prepared, and the cultural methods followed. Soil is nothing more than the home where plants live and it is the feeding and care which they receive that encourages their growth and productiveness. Strawberries thrive in high and low altitudes and in all soils and climates, therefore, instead of seeking better soil, improve your own soil by the following instructions given in this book.

## Soil Preparation

Whenever possible it is advisable to plow or spade your field or garden in the fall and the following spring re-plow. If it is impossible to plow in the fall, plow just as early in the spring as weather conditions will permit.

Then before setting the plants, level the ground with a harrow, or if a small garden, with the garden rake. In large areas it is a good thing to roll the ground before setting the plants in order to make the soil firm.

## Fertilizing

In years gone by the fertilizer always recommended for Strawberries was stable manure. Now, however, since stable manure has become so hard to obtain, many good substitutes have been developed which are just as good or even better if applied according to the manufacturer's instructions. The best of these are animal fertilizers, such as pulverized cow manure, sheep manure, and specially prepared chicken manure.

Most of the specially prepared fertilizers can be secured through some local dealer.

The pulverized sheep manures and cow manures may be applied immediately after the plants are set, close around the plants. This saves waste as the fertilizer is applied only where it will be of most use and it will be worked into the soil as you hoe and cultivate.

The same is true of the specially prepared chicken manure. The best of these are mixed well with Peat Moss which has been used under the roosting places of the fowls.

**WARNING!** In no case should you use pure chicken manure for fertilizing your Strawberry plants unless you yourself prepare it carefully in advance by the following method: Chicken manure should be mixed with three or four parts of dry earth before being applied to the plants. The best way to do this is to lay down a layer of dry earth, then a layer of chicken manure and follow this with another layer of dry earth three or four times as deep as the layer of chicken manure, then another layer of chicken manure and so on. Then fork this over thoroughly in order to mix it well.

The chicken manure should be old and well rotted before being used. Fresh chicken manure is dangerous even when mixed as above.

Of course, if you can obtain stable manure, then you are lucky and we would advise you to use it. It should be applied on top of the ground during the winter and it will go into the soil in the spring when you re-plow previous to planting. This same method can be used for cow manure obtained from dairy farms.

## Time to Set Plants

The proper time to set Strawberry plants is during the early spring months from the latter part of March until the middle of May, at which time the plants are in excellent condition for shipping and planting.

Later in the season they will not stand shipping as well, nor respond as readily after setting. Therefore, it is to the grower's interest to set his plants just as early in the spring as soil conditions will permit. If this cannot be done, plants should be shipped early and heeled in until they are to be set, in accordance with the instructions that follow.

Only in the extreme southern states can plants be set in the fall with any degree of success.

## Heeling In or Keeping Plants Until They Are Set

Often bad weather or other conditions will prevent you from setting your plants immediately upon arrival. In that case, heel them in. First select a spot well protected from wind and sun, then dig a V-shaped trench about 8 inches deep as shown below. Loosen the bunches of plants and spread the plants out along the trench as shown. Next cover the roots well with about 1 inch of earth, pack firmly with your feet, lay down another row of plants, cover the roots with earth again and so on until all are heeled in. Now give one final firming of the soil with your feet, applying all your weight. It is scarcely possible to get the soil too firm.

Next soak the trench well with water, then cover all but the crowns with loose soil, old burlap, straw, or leaves. Keep soil moist until plants are set.



Heeling in is actually a benefit to the plants when properly done as instructed above. Be careful to draw the soil well up to the crowns, but do not cover them.

It is even advisable to order plants early, then heel them in until you are ready to set. Plants properly heeled in will keep for several weeks.

## Planting Systems

There are many systems for planting and growing Strawberries, but the most profitable are the hill, single hedge, and double hedge row. Each one of these is illustrated and described in the text that follows.



### Plant in a Hill

The picture above shows a Strawberry plant grown by the hill system. Note the absence of runners. By the hill system, all runners are pinched off or chopped off with a hoe

(continued on page 8)



# Three of the Very Best **MONEY**

**Plant These  
for Profit  
over a  
long  
period  
with  
little  
care**



Cultivated  
Blueberries

**Buyers  
Go for  
these  
Luscious  
Blueberries**

Chipman's  
Red  
Rhubarb



**Order of  
R. M.  
Kellogg Co.  
Three Rivers,  
Michigan**

[4]

Paradise  
Asparagus





# MAKERS

Plant a series of crops which will bring money from early to late—spread your income—spread your work. Asparagus comes very early, then comes Rhubarb, and Blueberries come midsummer to September. Get your standard and everbearing Strawberries in, and you have the money coming.

## Blueberries That You Can Grow

You can grow them at home. Marshy land not required. Simply observe the few cultural instructions below, and they will succeed for you, on high land or low. **WONDERFULLY LARGE.**

For a number of years we hesitated to list these Blueberries, hardly believing ourselves that they would succeed, excepting in boggy land. But, in the end, we found that dry-land Blueberries really were a success, so here they are in all their glory; large, plump berries that are juicy, mild and delicious. You'll be surprised at their size, and they really are much better than wild fruit. Two to three times larger than wild varieties; small seeds.

Prices received for Blueberry fruit are very high, and they ship well, being solid and firm. Upright growth, easy to pick. And, the plants last a lifetime, continuing to bear large profitable crops. Four-year plants usually yield about 800 to 1,000 quarts per acre; older plants more. Fruit ripens over several weeks. Large clusters.

Set 5 to 7 feet apart. Moist soil O. K., but with mulching can be grown on most any acid soil. Use peat moss, oak leaves, woodland soil or aluminum sulphate for acidifiers.



Blueberry Bush in Fruit

### PRICES

3 for . . . .	\$3.89	12 for . . .	\$13.29	36 for . . .	\$38.50
6 for . . . .	6.98	24 for . . .	25.83	48 for . . .	49.95
60 or more at 99c each.					

## Famous Chipman's Red Rhubarb

This new and much better variety of Rhubarb has been selling at high prices, but here a fortunate condition enables us to offer it to you at prices you can afford. And the plants we ship you are high-grade in every respect. There is a demand for Chipman's Red (Canada Red), and if you can supply your local market, you can make excellent profits. Like Asparagus, it is a profit-spreader. It helps to keep the money coming in.

The big reasons that Chipman's Red (Canada Red) Rhubarb is so much in demand are:

- (1) The stalks are red all the way through.
- (2) It has a deliciously mild flavor.

In addition, Chipman's Red is seedless, and everbearing. It is vigorous and hardy in growth. Its stalks are long and tender. Now considered the best Rhubarb introduced. Plant three or four stalks for your own use, or at these prices you can plant enough for market.

### PRICES

1 for . . . . .	\$0.60	4 for . . . . .	\$1.79
2 for . . . . .	1.00	6 for . . . . .	2.53
3 for . . . . .	1.35	12 for . . . . .	4.89

## Paradise Asparagus

For the earliest of spring money-makers, grow Paradise Asparagus. People will pay high prices for it. Easy to harvest. Requires very little care after it is set. Produces year after year.

Only six or eight stalks to a pound; thus Paradise makes big money earlier than other varieties, and continues for years. Some say it produces twice the ordinary crop.

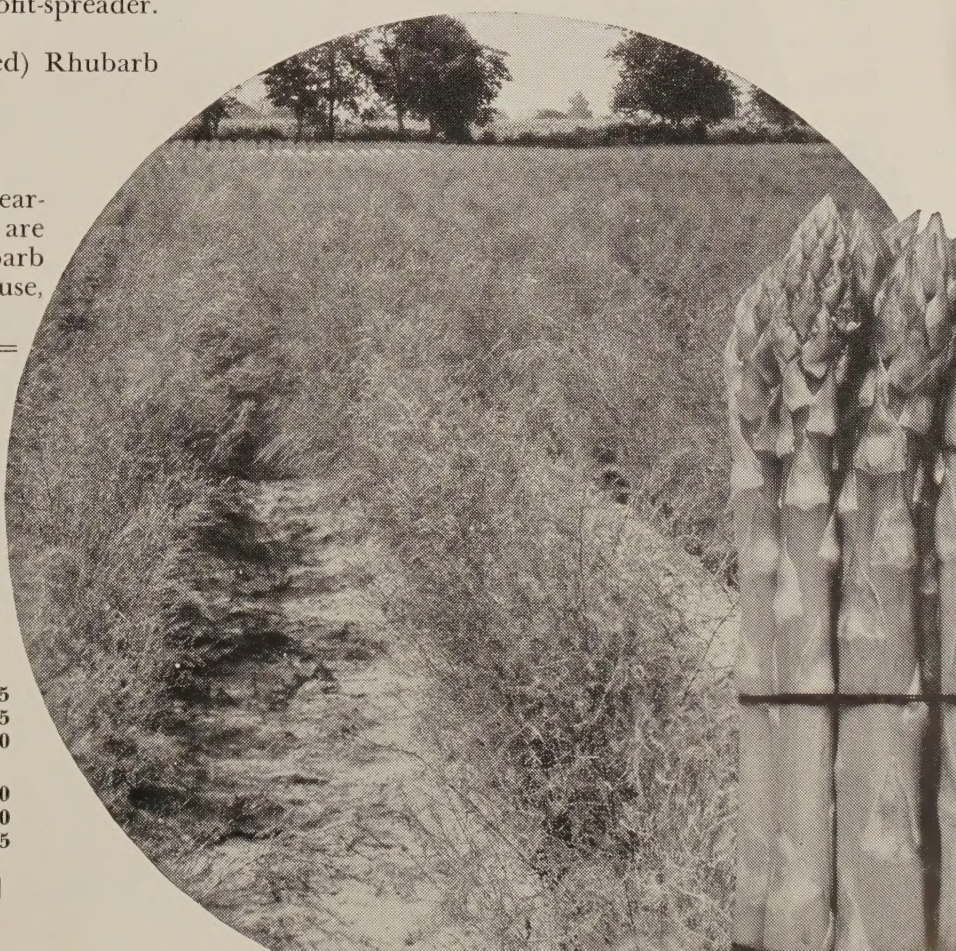


### PRICES—1-Year Size

12 for . . . . .	\$0.60	100 for . . . .	\$ 1.95
25 for . . . . .	.75	500 for . . . .	7.95
50 for . . . . .	1.15	1000 for . . . .	15.00

### PRICES—2-Year Size

12 for . . . . .	\$0.90	100 for . . . .	\$ 3.00
25 for . . . . .	1.20	500 for . . . .	12.60
50 for . . . . .	1.80	1000 for . . . .	23.95







Streamliner

*Kellogg's*

## Everbearing They Bear and

We have selected only the best everbearing varieties for you—reliable, proven varieties.

### Streamliner

Streamliner gives you big, profitable crops six months or less after planting. It starts bearing some fruit in about 60 days, and by September will be fruiting heavily so that picking is economical and marketing profitable. Berries large, attractive and profitable in the spring as well as in the fall. Fruits well the first fall, the following spring, and the following fall; 18 months—three good crops.

Berries uniformly large, uniform in shape, well colored all the way to the center, no green tips. Really the best flavored everbearer today.

Plants vigorous and sub-zero hardy with little preference as to soil, doing well on anything from clay to sandy loam.

#### PRICES

25 for \$1.99	100 for \$4.95	500 for \$18.25
50 for 2.99	200 for 8.20	1000 for 35.00

**Gem Everbearer** Gem is now the established standard for all Everbearers, and it really is hard to surpass. It is healthy, vigorous and productive. Berries well colored and delicious. A good money-making variety. Has stood the test of time.

#### PRICES

25 for	\$ 1.35
50 for	1.99
100 for	3.35
200 for	5.45
500 for	12.15
1000 for	23.40

[6]

Gem





Prices Include Shipping  
Charges—See page 30

# Strawberries

## Bear and Bear

See also Red Rich Everbearing on front cover.

### Minnesota <sup>No.</sup> 1166

Minnesota 1166 has hardiness and fruitfulness under adverse conditions that most varieties do not have. Many believe it will soon replace the ordinary varieties, because it really is superior. Berries are large, well-shaped, dark red clear through, and have marvelous keeping and shipping qualities. Do not rot in the box or dry up.

Flavor, an important quality, is exceedingly fine. Customers want flavor or they will not buy. Given flavor, they come back for more and your profits from Minnesota 1166 will pyramid year after year.

#### PRICES

25 for \$1.85	100 for \$4.35	500 for \$12.85
50 for 2.67	200 for 6.95	1000 for 23.65



Minnesota  
1166

## Superfection

This new Everbearer promises much. Try a few and see how it does for you under your own conditions. You may find it a winner.

Superfection berries are more solid than average and will stand shipping. They are dark red clear through—coloring is much better than pictures can show—and have a pleasing tangy flavor. Superfection is a heavy yielder and starts about three months after planting, and continues heavily until stopped by freezing weather, and we recommend that you try a few to test it under your conditions.

#### PRICES of Superfection

25 for \$1.99	100 for \$ 4.95
50 for 2.99	500 for 18.25

### Everbearing Special

200 everbearing Strawberry plants selected from these 2 pages. Some of each, but distribution of quantities depend on supplies. Value \$7.50 or more.

Special Price **\$6.29**

(NOTE: Should we put in more than 50 Gem, you will get extra plants, e. g. more than 200 total).

**R. M. Kellogg Co.  
Three Rivers, Mich.**



Superfection



as rapidly as they appear so that the mother plant becomes large and bushy. This system requires a little more care than other systems, but repays the effort many times over in higher quality fruit and more fruit. This is the way the finest Strawberries are grown.

Hill-grown Strawberries will always command a higher price than other berries and will sell quickly and easily on the market. They simply prove the old saying that "Quality will be remembered long after price has been forgotten."

For the hill system, rows should be made 30 inches apart and plants set 15 inches apart in the rows and all runners removed.

By setting in check rows the wide spaces can be cultivated with single horse cultivator and the narrow spaces with hand cultivator. This leaves only a very small area around each plant to be hoed and considerably reduces the cost of cultivation.

In small gardens the rows may be made two feet apart and plants set one foot apart in the row and if crowded for room, they may be set 15 inches apart each way. The hill system is mainly recommended for small gardens, although many commercial growers use it successfully with wonderful results.

14,000 plants may be set on a single acre when they are set 30 by 15 inches.

(Note: By the hill system I do not refer to hilling or ridging the ground. The plants should be set with the crowns level with the surface the same as in either of the other systems. "Hill" is simply the term applied to the bushy plant formed by keeping the runners off. The ground should not be ridged for any system unless there is slow and improper drainage).

## The Single Hedge Row



The single hedge row, shown above, is formed by setting plants two feet apart in rows which are spaced 3 feet apart. Each original plant is allowed to make two runner plants which are layered on opposite sides of the mother plant directly in line with the row. In layering runner plants they will take root more quickly and make better development if you aid them by placing a small stone or clod of earth just back of the node in order to hold it down. All other runners should be removed. 7,000 plants are required for one acre.

The single hedge row system requires less investment in plants at the beginning and produces very high quality fruit, rivaling the fruit from the hill system. It should be used for plots of ground from one-quarter acre to an acre, or possibly an acre and a half.

(continued on page 10)

## Order Extra Plants

It is not reasonable to expect that every plant you set, especially if you set large numbers, will live. Therefore, order 5% to 10% more than you feel you will need, and heel in the surplus plants according to instructions on page 3. Use these for filling in vacancies as they occur, and every square foot of your ground will contribute its share towards a full crop.

# New Straw-

Our discovery of Nectarena so nearly matched our discovery of Kellogg's Premier, that we could use almost the same words in describing it. Six years ago we were called to a small town near Toronto to view a new variety of Strawberry. It took only a glance for us to realize that here was a variety that far surpassed anything that had been originated up to that time, excepting, perhaps, its parent, Kellogg's Premier. The berries were large, bright colored and beautiful; and they lay in great masses among the foliage like treasures of gleaming red gold, which indeed they are.

But the big difference appeared when we tasted it. Years ago we had a variety known as Bedarena, which was lacking in certain important respects, but had a flavor so sweet, mild, and melting that we often remarked: "What a pity we can't get that flavor into a variety like Premier!"

## Sweet Memories

Now, in this new variety, we immediately recognized that Bedarena flavor, more delightful than ever if anything. And what was our surprise to find that the new variety was a cross between Bedarena and the famous Kellogg's Premier, taking its flavor from Bedarena, and its other characteristics from Premier.

And so, in one respect, at least, this new variety does surpass Kellogg's Premier; it has a far better flavor, and although it would be difficult to say that it surpasses Premier in other characteristics, it is its equal in many; and the one point alone—flavor—would be enough to make it a close or even a surpassing rival.

## Otherwise Like Premier

Compared with Kellogg's Premier, it starts ripening only three or four days later, and has ripened earlier. Seems to be equal as regards frost-resistance and length of fruiting season—three to four weeks.

Again like Premier, berries are extra large, well shaped, beautifully colored clear through, and have an irresistible attractiveness. We believe firmly that Nectarena will be one of the most profitable of all Strawberries.

Very easy to grow. Foliage is strong, healthy and vigorous. Bi-sexual, does not require mating.

## Lots of Berries

Yields vary under various conditions, but one grower who tested the variety, set out 1000 plants and from those 1000 plants states that he got 2000 quarts of fine, marketable berries, an exceedingly good yield. Observations so far indicate that it is equal to Premier as to productivity.

### PRICES

25 for \$1.40	100 for \$3.40	500 for \$10.00
50 for 2.10	250 for 6.40	1000 for 17.75



# berry — Nectarena

Plant  
Patent No. 780

**With a flavor so Different and Indescribable, you'll say it must have come from another world**

The name Nectarena comes from two words: Nectar and Bedarena. The word Nectar we use in whole, because it indicates sweetness, then we add the last three letters of the word Bedarena, because Bedarena was the parent from which this new variety takes its flavor.

**Cultural Note:** Culture of Nectarena same as other varieties. Keep it in narrow rows. No variety should be allowed to run wild. It is an easy matter to keep runners chopped off.

**R. M.  
Kellogg Co.  
Three Rivers  
Michigan**

Plant Patent  
No. 780



## *What's Wrong With This Picture?*

Here is a picture of beautiful, large bright red Strawberries. They even look appetizing, don't they? But, there is something wrong with the picture.

The trouble with this particular picture is that it cannot show the delicious taste of Nectarena Strawberries. It may arouse memories in your mind of how ordinary Strawberries taste, but Nectarena has a new taste with which you are not at all acquainted.

The only way to experience the out-of-this-world taste of Nectarena is to order a few, and try them yourself. It's important.

**R M. . Kellogg Co.**

**Three Rivers, Mich.**



## Double Hedge Row



For the double hedge row system shown above, plants are set two feet apart in rows, which are spaced  $3\frac{1}{2}$  ft. apart. Each original plant is allowed to make 6 runner plants, two of which are layered on opposite sides of the mother plant directly in line with the row. The other four are layered two on each side of the mother plant in spaces between the rows. This forms three distinct rows, the original row and a row of runner plants on each side. After the rows are thus formed, all other runners should be removed. 6,000 plants are required for one acre.

The double hedge row is well suited for plots from one acre and up and produces excellent fruit. We know of one grower who used this system throughout the depression and sold his berries at two to three times what others were bringing. He could not supply the demand and he continued to make money while his neighbor growers failed. He also used Kellogg Thoroughbred Plants.

### Narrow Matted Rows

This system requires plants to be set 2 by  $3\frac{1}{2}$  feet. Allow runners to form until they fill in a row about one foot to fifteen inches wide, then keep the surplus runners off.

The narrow row system is a good system, but not as good as the single or double hedge row systems where plants have room to breathe, to feed, to grow and to PRODUCE.

The wide matted row system is really no system at all and we do not recommend it. By this system, or rather lack of system, plants are set wide apart then allowed to run wild, each plant fighting with its neighbor for its share of the food, sunlight, and air with consequent poor results and very difficult and expensive picking.

Remember, not only do you get better berries from the first three systems mentioned, but picking is very easy and rapid, thus you can get pickers to work for much less pay, while at the same time your berries are bringing higher prices.

**Better plant a small acreage and care for the plants properly than to set a big acreage and let them run wild. You will make more money. You will succeed where others fail.**

### Mating Varieties

Strawberry varieties are divided into sexes, male (staminate or bi-sexual) usually indicated by the letter B, and the female (pistillate) by P.

The blossoms of the male varieties contain both male and female organs and are self-fertilizing, while the blossoms of the female varieties contain only female organs and are dependent upon the pollen produced by the male varieties for fertilization. For this reason it is necessary to set plants of pistillate varieties in rows between rows of bi-sexuals of the same fruiting season. The pollen is carried by the wind and bees and in this manner the blossoms of the pistillates become fertilized. Three or four rows of pistillates may be set between each two rows of bi-sexuals.



Sex in Strawberry Plants  
Left: Pistillate Bloom—Right: bisexual.

Note: This book would not be complete without the above information on mating. However, very few pistillate (female) varieties are offered nowadays, there being plenty of good bi-sexuals, which do not require mating.

**All varieties offered in this book are bi-sexual and do not require mating.**

Even with male varieties the crop may be increased and the quality of the berries improved if several bi-sexuals are set in the same patch as this provides an inter-change of pollen which Nature intended.

### No Mixing

Strawberry varieties do not mix or become crossed through the runners. Everbearers may be set beside standard varieties or any number of different varieties may be grown side by side in a garden or field without mixing unless the runners of one variety are allowed to spread and take root in the row of another variety. Prevent this by restricting runners of each variety to their respective rows.

### Setting Plants

A spade is a very good instrument to use in setting Strawberry plants. Simply push the spade straight down into the soil, then push it forward. This makes a V-shaped opening. Now place the roots straight down into this opening, seeing that they are well spread, and holding the crown slightly above the ground surface. Next press the soil firmly against the roots, and draw the soil up around the crown, but not enough to cover the crown.

Good, firm setting is essential, it being hardly possible to set the plants too firmly. The full weight of the feet on all sides of the plant will not make the soil a bit too firm. The top soil should, of course, be loosened afterwards by hoeing and cultivation which should start immediately after setting.

It is a very simple matter to set Strawberry plants. Simply use the same judgement as in setting vegetable or flower plants.

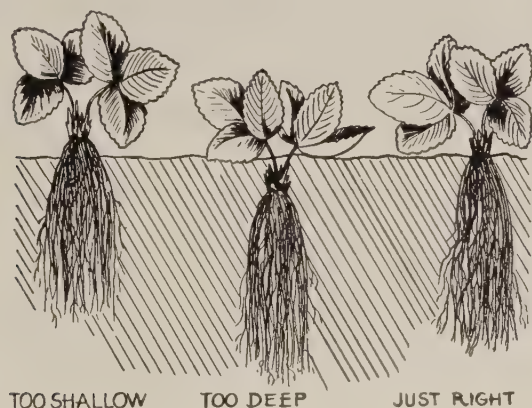
(continued on page 11)

## Buy by this Trade Mark

This is the famous Kellogg trade-mark. It is your safeguard. "Standardize" on Kellogg plants. They will produce bigger yields and bigger profits than any other plants you can grow.







In the drawing above, the plant at the left is set too shallow. The exposed roots will dry out and the plant is very likely to die.

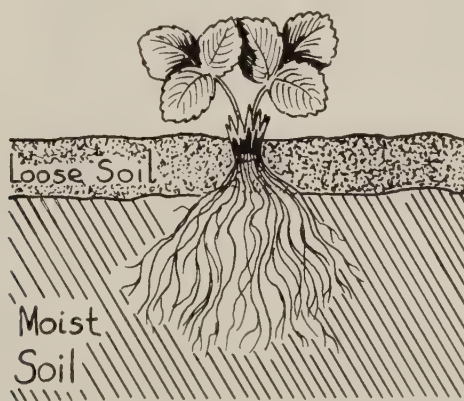
The second plant is too deep, the crown being covered so that it will rot and the plant will die.

The third plant is just right—crown just level with the surface.

Take a little care at first in planting and you will find that it soon becomes very easy to plant the right depth. If you find that you have set a plant a little too shallow, draw the earth up around the roots until they are covered. If you find that you have set a plant too deep, the best thing to do is to take it up and set it over.

## Cultivation

Cultivation should begin as soon as the plants are set and when soil conditions will permit, and should be continued every week or ten days throughout the entire growing season. Never cultivate when the soil is wet, but cultivate as soon as the ground can be worked after each rain. Stir the soil to a depth of about two or three inches, going as close to the rows as possible, and complete the cultivation by hoeing shallow directly around the plants and in the rows where the cultivator teeth do not reach.



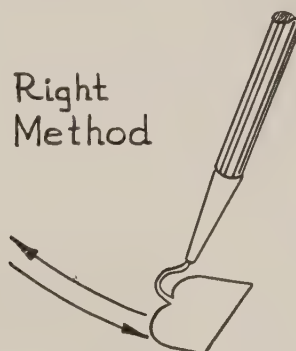
## What Cultivation Does

The picture above indicates the results secured by cultivation and hoeing. On top of the ground is a layer of soil loosened by hoeing and cultivation. Moisture cannot easily penetrate upward through this loose soil, hence is retained in the soil surrounding the roots below where it is available for the use of the plants.

R. M. Kellogg referred to cultivation as "Horseleg irrigation" because it serves so well in bringing plants through dry seasons. You will experience very little loss from drought if you put these instructions into practice.

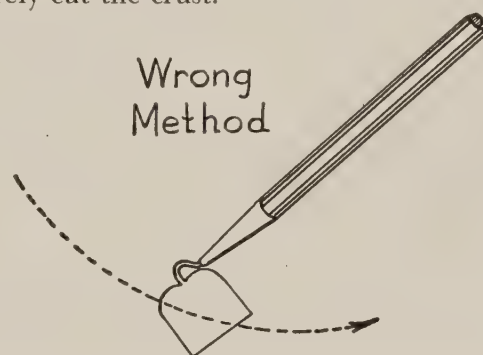
In addition to conserving moisture, thorough cultivation prevents the formation of crust, keeping the ground free from weeds and makes conditions favorable for friendly bacteria which promote growth in the plants.

## How to Hoe



The hoe is pulled forward, then withdrawn as shown by the arrow. Draw the hoe into the soil as nearly as possible on a line with the hoe blade, thus giving a slicing action, then pull it backward along the same line. The soil above the hoe will crumble into a fine, loose dust mulch. This method leaves the soil loose and level. A little practice makes this easy. Note that the hoe handle is held nearly vertically.

When working near the plant, give the hoe a circular motion. Do not go more than a half inch deep around the plant—merely cut the crust.



This method is the chop, chop method—entirely wrong. If you find your ground in hills and valleys after hoeing, you are pulling the hoe out of the soil on the forward sweep as shown by the arrow. This pulls the earth into a ridge in front of the hoe, leaving the lower soil exposed back of the hoe. The escape of moisture when this method is followed is excessive.

Practice stirring the soil with your hoe, keeping your hoe as nearly as possible, always in the same plane, do not drag it forward, but rather slice and stir through the soil.

## An Interesting Experiment

Place a piece of cube sugar in a saucer, next cover this with a layer of powdered or finely pulverized (not granulated) sugar. Now pour a little coffee into the saucer. The coffee will rise up through the compact cube sugar as far as the loose powdered sugar, but no farther—finely pulverized soil stops the rise and escape of moisture just the same as finely pulverized sugar—see explanation at left.

## Filling in Vacancies

Every bare spot in your Strawberry rows reduces your profit, therefore, you should take precautions in advance to avoid them. It is hardly reasonable to expect that every plant you set, especially if you set large numbers, is going to live. Therefore, in ordering plants, order about 5% more

(continued on page 18)



# For Eating — For Freezing —

## These are Tested and Proven

These varieties are favorites of many growers, and each of them has some outstanding points of excellence, such as: Blakemore—superb marketing quality; Catskill—best for freezing; Dorsett—long, prolific fruiting; Fairfax—unusual flavor; Robinson—extra large berries that sell readily; and Senator Dunlap—the variety for canning.

## Blakemore

Midseason, bi-sexual, does not require mating. One of the best; a big, hardy, strong grower that produces big crops of large, round, sparkling, solid berries. Solid red from surface to center. Exceedingly beautiful. Excellent for home garden or for market. Making more and more money for growers year by year. Grow in narrow rows for best results. Mild and sweet. Prices below.

## Senator Dunlap

This variety grows itself, mates itself and produces loads of large, beautiful berries. Berries are fine fresh from the vine, and especially fine for canning. Flavor sweet and delicious. A good shipper. Grow Dunlap in narrow rows, and the small extra effort will greatly repay you. Mid-season. Bi-sexual. You'll find plenty of people still who say: "Dunlap for me."

<b>PRICES:</b>	25 for \$1.10	250 for \$ 5.15
Blakemore,	50 for 1.65	500 for 7.90
Senator Dunlap	100 for 2.65	1000 for 13.20



Dorsett



Fairfax

## Dorsett

Once acclaimed as a long-last rival to Kellogg's Premier, and it is excellent. If you have never grown it, try it. This big solid beauty is one of the very best money-makers—profits up to \$1000 per acre. Extra early, but immune to frost, drought and excessive rain. Fruits extra early to late. Berries keep, ship, hold color. Fine canner. Excellent fresh; sweet. Bi-sexual. Prices below.

## Fairfax

Bi-sexual. Does not require mating. This variety's unusual flavor will appeal to you: non-acid, delicious, different. Slightly later than Dorsett—frost resistant—succeeds anywhere. Berries very deep red clear through, firm and solid; extra large; bring high prices—will attract customers away from the cheap, shipped-in berries.

<b>PRICES:</b>	25 for...\$1.35	250 for...\$ 6.20
Dorsett,	50 for... 2.05	500 for... 9.70
Fairfax	100 for... 3.30	1000 for ... 17.20



# For Canning — For PROFITS

**Varieties — They will make Money for You**

## Catskill

The variety for freezing. Now that frozen food lockers have become so important, the need has arisen for a variety of Strawberry that will freeze well, and come out of the freezing rich in color and flavor, and retain its form. Catskill is the most satisfactory variety known to date for freezing.

The grower who utilizes deep freezing as a means to enlarge and prolong profits, should grow Catskill.

Berries extra large and flavor extra fine, mild and sweet. Color brilliant red, with bright green calyx—very showy. Really making a name for itself—profits for you. Does not require mating. Prices below.

## Robinson

**That Huge and Beautiful Berry**

One of the very largest, Robinson is arousing great enthusiasm among commercial growers on account of its great success on the market.

Its marketability is easy to understand. The berries are extra large, beautiful, glossy, scarlet-red clear to the center, conical in shape, and—**A GOOD SHIPPER**. Further, it bears heavily, over a long period of time, and starts only a few days after Premier. Berries keep size well throughout season.

PRICES:	25 for . . . \$1.40	250 for . . . \$ 6.40
Catskill,	50 for . . . 2.10	500 for . . . 10.00
Robinson	100 for . . . 3.40	1000 for . . . 17.75



Robinson



Catskill

### *June-Bearing Bargain*

300 Strawberry plants selected by us from pages 9, 12, 13, 16, 17, including full range of season, from early to late. Value at least \$6.50.

Special Price

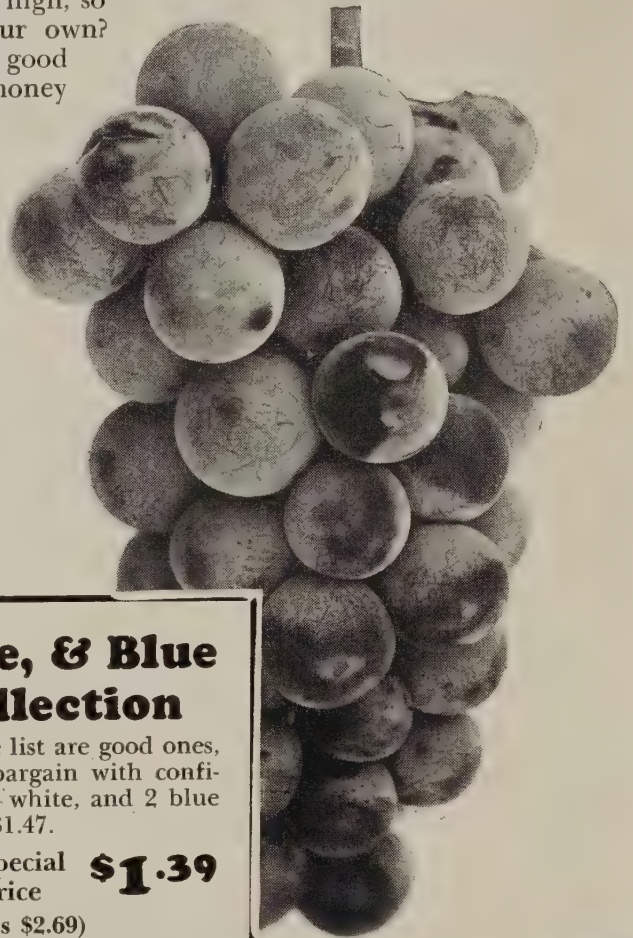
**\$4.99**



# Kellogg's Straw

These Bargains will save you money—in TWO WAYS. First, you save money on the plants you buy. Second, you save the cost of your fresh fruits. Store prices of fruits are high, so why not grow your own? You'll gain in good health, and money saved.

Good health means good looks. Plenty of fresh air, sun and fresh fruits give this girl that happy, healthy glow that makes her so pretty. You can tell by looking at her that she loves working in her garden because it makes her feel so good and provides lots of good things to eat besides being fun.



## Red, White, & Blue Grape Collection

Any of the Grapes we list are good ones, so you can order this bargain with confidence. You get 2 red, 2 white, and 2 blue Grapes, value at least \$1.47.

Special Price **\$1.39**

(2 Collections \$2.69)

## Black & Red Raspberry Bargain

12 Red Raspberries \$2.10  
12 Black Raspberries 1.85

Total Value ..\$3.95  
(Varieties our Choice)

Special Price **\$2.97**



## Boysenberry & Black Ebony Bargain

This bargain gives you the latest in cane-borne berries—the huge Boysenberry and the newest Blackberry. You get

6 Black Ebony Blackberries .....\$1.95

6 Boysenberry, huge and delicious.. 1.75

Total Value .....\$3.70

Special Price **\$2.97**

**R. M. Kellogg Co.**  
**Three Rivers, Mich.**



# berry Gardens and Other Bargains

Don't forget Strawberries. They are best of all.

## Spring and Fall Garden Strawberries

If you want berries both spring and fall, order this garden. Half everbearing, half June-bearing.

50 Kellogg's Premier	\$2.10
50 Nectarena	2.10
50 Minnesota E'bearing	2.55
50 Gem Everbearing	2.50
<b>Total Value</b>	<b>\$9.25</b>

**Special Price**  
**200**  
**Plants**  
**\$5.89**

## June Garden Strawberries

Many of you like your Strawberries only in the "Good Old Summer Time," so here is your garden: June-bearers only, no everbearers.

50 Kellogg's Premier	\$2.10
50 Nectarena	2.10
50 Fairfax	2.05
50 Catskill	2.10
<b>Total</b>	<b>\$8.35</b>

**Special Price**  
**200**  
**Plants**  
**\$4.69**

## Everbearing Garden - - Strawberries

This is the garden you'll want if you like things out of season. All the varieties are everbearing and fruit in the fall—BUT, they also fruit in June, so you have berries both times.

50 Gem Everbearing	\$2.50
25 Streamliner Everbearing	2.55
25 Minnesota Everbearing	1.75
<b>Total Value</b>	<b>\$6.80</b>

**Special Price**  
**100**  
**Plants**  
**\$4.69**

## Giant Victoria Rhubarb

Large, beautiful, red stalks that sell easily. Easy to grow. Produces over long period of time. Care-free.

6 for	\$1.10	50 for	\$ 5.50
12 for	1.75	75 for	8.00
25 for	3.05	100 for	10.50

## M. Washington Asparagus

Large crop 1 year after planting. Stalks unusually tender, plump, and juicy. Continues for about 20 seasons.

Prices,	12 for \$0.50	50 for \$0.99
1 yr.	25 for .65	100 for 1.65
Prices,	12 for \$0.75	50 for \$1.50
2 yr.	25 for 1.00	100 for 2.50

15% discount on 500 or more—20% discount on 1000 or more.

**R. M. Kellogg Co.**

**Three Rivers, Mich.**



## More Growers Praise Kellogg's PREMIER than all other Varieties Combined

Yes, it's true. We find that nearly 4 out of every 5 testimonials we have in our files regarding Strawberries, praise Kellogg's Premier as the best. Here are some representative letters. . . .

— o O o —

### 4000 Plants — 6000 Quarts

"I am sending you a picture of my Premier Strawberries. I had 4000 plants. I shall pick at least 6000 quarts of berries. Here is a sample of the berries this year. Every berry in this picture of 5 quarts was 2½ inches through the center of berries. There are no berries in Massachusetts that compare with them for size by more than an inch through. I have picked from some plants 2½ quarts from one plant." Charles C. Brown.

(Sorry we can't show picture. Mr. Brown sent us a newspaper clipping which would not reproduce satisfactorily).

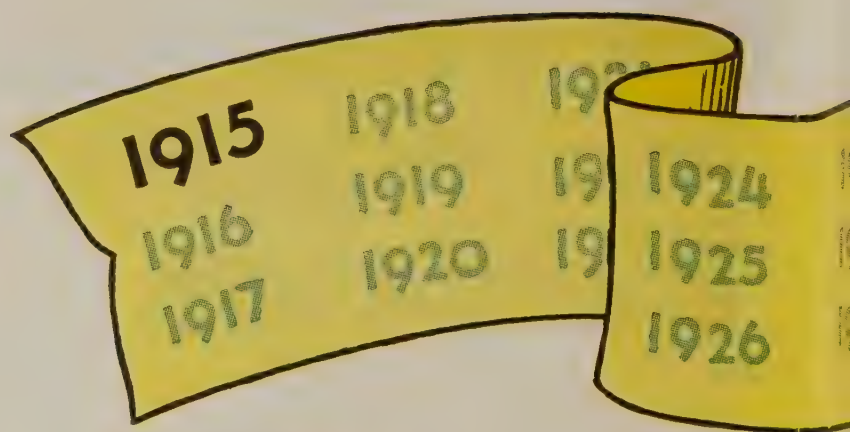
### Berries 3 inches in Diameter



Premier Strawberry approximately 3 inches in diameter on a Kellogg Plant. 58 berries counted on another plant. All plants will average near 1 qt. per plant. John T. Edson, Iowa.

### One Third Acre — \$803.50 That's a Lot of Money, Folks

"Last year 1/3 of an acre of Kellogg's Premier netted us \$803.50. This is the 25th year I have raised Premiers. Just can't say too much for them." Joseph L. Cotner.



## We Pay Shipping Charges

All prices in this book include shipping charges within the area shown by the map on page 30. This plan is most convenient for you, and you know in advance just what your plants will cost.

**R. M. Kellogg Co., Thre**



**For Over  $\frac{1}{3}$  of a Century, the Favorite — what more can we say**

1927 1930 1933 1936  
1928 1931 1934 1937  
1929 1932 1935 1938

1939 1942 1945  
1940 1943 1946  
1941 1944 1947

1951

More Than

**$\frac{1}{3}$  of a Century**

**If You Really Want to MAKE MONEY Plant Kellogg's PREMIER**



Our advice to customers for years has been: "If you can plant only one variety, by all means plant Kellogg's Premier." And our advice is still the same, excepting for a few hundred plants of new varieties, for trial under your own conditions. For commercial planting, use Kellogg's Premier, the 12-point variety. Read about the 12 points below:

(1) **Extra Early.** No worth-while variety is earlier. High prices—more profits.

(2) **Resists Frost.** Very essential with an early variety. Frost hardly touches Kellogg's Premier.

(3) **Fruits Long.** Nearly as late as most other varieties. Berries hold up well throughout the season.

(4) **Extra Large.** Size attracts attention and buyers; big profits.

(5) **Well Shaped.** See picture.

(6) **Solid.** One of the best market varieties. Ships well for long distances.

(7) **Healthy.** Seldom diseased. Foliage tough, dark green, glistening, leathery.

(8) **Beautifully Colored.** Red clear through. Buyer's delight.

(9) **Best for Preserving.** Retains shape and color.

(10) **Easy to Grow.** Stands drought, excess moisture, other unusual conditions.

(11) **Delicious.** A fine table berry. Makes customers come again and again.

(12) **Extra Productive.** Yields of 1 quart per plant are common, sometimes two.

#### PRICES

25 for ... \$1.40	250 for . \$ 6.40
50 for ... 2.10	500 for . 10.00
100 for ... 3.40	1000 for . 17.75

**Three Rivers, Mich.**



than you feel you will need and heel in the surplus plants according to instructions just given, until you see that you are going to need them. Then use them for filling in the vacancies and every square foot of your ground will contribute its full share towards the crop. You should, of course, fill in vacancies as soon as possible because early planting is always better than late planting.

Should you neglect to order additional plants for filling in, vacancies may be filled by allowing additional plants to form the necessary runner plants and layering them in the proper places. If, however, vacant spots are of considerable length, it would be advisable to allow several plants to develop runners and re-set these runner plants in the vacancies. When this method is used the proper time for doing the work is in the early fall after a good shower.

In resetting the runner plants for this purpose, a clump of soil should be taken up with the roots and care exercised not to disturb the roots so that there will be no check in the growth of the plants.

### Removing Blossoms

Plants will begin to blossom soon after they are set. The blossoms or fruiting stalks of all standard varieties should be pinched or cut off throughout the first year. This strengthens the plants by preventing exhaustion which results from early pollen secretion and seed production. It is very important that this be done as early as possible to relieve the plants of unnecessary strain. This work is easily and quickly done and is usually necessary only once or twice.

In the case of everbearers, the blooms should be kept off until about the first of July, after that they may be allowed to fruit.

### Spraying for Insects

If you set strong, vigorous plants which are free from insects and plant disease, it will seldom become necessary to spray, but should you find it necessary to do so, the following formulae should be used. These remedies may be applied through any of the small handspray machines as well as the large power sprayers.

For all insects which work upon the foliage, either eating or folding the leaves, pour sufficient water over three pounds powdered arsenate of lead to make a paste and continue adding water until it becomes a creamy solution. Pour

this into fifty gallons of water and mix thoroughly before spraying. For small gardens use at the rate of one ounce of the powdered arsenate of lead to each gallon of water.

For rust or leaf spot which may be detected by reddish, rusty-looking spots which destroy the leaf cells, use Bordeaux mixture. Buy ready prepared, or make as follows:

Suspend a coarsely woven sack containing four pounds of Blue Vitriol in twenty-five gallons of water so that the vitriol in the sack will remain on the surface of the water.

Next put in four pounds lump or hydrated lime in a bucket and pour over it hot water, stirring until you have 3 gallons of creamy mixture. Pour this into twelve gallons of water, then combine this lime solution with the vitriol solution and the result is Bordeaux mixture known as 4-4-40 solution. Mix thoroughly before spraying. **This is a preventive rather than a cure and should be used at the first appearance of any leaf-spot.**

The presence of black ants indicates that aphids or root lice are working upon the roots. Repeated cultivation and hoeing are the best remedies.

White grubs which eat off the roots of plants causing them to wilt and die can be destroyed only by digging about the roots of the wilted plants and killing the grub. While this may not always save the affected plant, it will prevent the grub from doing further damage. Late fall plowing is the best preventive against root lice, white grubs, and all other underground insects.

For mildew which causes the leaves to cup or curl, and the leaf stems to become dark, use lime-sulphur solution at the rate of three gallons to enough water to make fifty gallons. The lime-sulphur can be obtained from any manufacturer of spray materials. It is put up in small cans and fifty gallon barrels, and as it deteriorates with age or by freezing, enough for one season only should be purchased when ordering. For smaller areas, prepare at the above rate in amounts to be determined by the area you have to spray.

(Note: Avoid spraying when plants are in bloom or while berries are ripening).

### Mulching

Mulching protects the plants during the winter, retains moisture in the soil, keeps down weed growth during the fruiting season and keeps the berries clean.

(continued on page 19)

## Let Your Lot Buy Your Home

If you are one (or a blissful two) who has been wanting a new home, don't drop your plans because of high costs and shortage of materials. Keep on planning and wishing, and let your plans pay their way.

Perhaps you have your lot now. If so, plant it this coming season to Strawberries, put the profits in good bonds or a savings account, and when building time does belatedly come, you will have a substantial down payment ready.

2500 plants will set a lot 100 by 150 feet, and will produce from 1500 to 2500 quarts of berries or more. Price of berries, 30 to 50c per quart, or more. **YOUR PROFIT, \$400 to \$1200.** Second year, about the same.

Better yet, buy a second lot after the first year's fruiting, and plant it too, and in five to ten years you will have your home entirely paid for by Strawberries. **BEST MONEY-MAKER—KELLOG'S PREMIER.**

H. Armstrong Roberts Photo

**R. M. Kellogg Company, Three Rivers, Michigan**



In cold climates, mulching is necessary to protect the plants during alternate freezing and thawing. If they are not mulched the resulting expansion and contraction breaks off the fine roots and greatly weakens the plants.

Any material such as oat, wheat or rye straw, marsh hay, shredded corn fodder or coarse stable manure makes ideal mulching, or leaves will serve the purpose. It should be spread over the field or garden in the early winter soon after the first freeze, covering the plants and ground to a depth of about three inches. If stable manure is used, it should be applied thinner, spreading the strawy matter directly over the rows of plants and the fine material between the rows.

In the spring as soon as the frost leaves the ground, remove the mulching which lies directly over the rows to the spaces between the rows. This permits the plants to grow without any obstruction.

In warm climates where freezing is very light, it is unnecessary to cover the plants. Simply apply the mulching between the rows and spread it around the plants under the foliage, forming a bedding for the berries to ripen upon.

Mulching adds materially to the Strawberry crop and gives the grower bright, clean berries which are in big demand at fancy prices.

### Picking

The proper method of picking Strawberries is to leave about one-half to one inch of the stem attached to the berry. This adds greatly to the appearance and the shipping and keeping qualities of the berries, thereby making it possible to obtain higher prices.

Unless absolutely necessary, never pick berries when the plants are wet from dew or rain. Berries picked when vines are dry remain fresh and retain their luster much longer than if picked when the vines are wet.

The berries should be divided into grades by putting each grade in separate boxes when picking. This saves labor in rehandling when packing, thereby reducing expenses and preventing unnecessary bruising.

### Packing

The top layer of berries in each box should be arranged in rows so as to present an attractive appearance and also make the top of the box as level as possible. This requires but little time and adds greatly to their appearance.

Long berries should be packed on their sides, while round or top-shaped berries present the best appearance packed with the calyx and stem down. The boxes should then be carefully placed into crates.

Berries of high quality packed in this manner will soon establish a reputation for the grower which will greatly increase his profits.

### Preparing for Second Crop

Strawberry plants should not be permitted to fruit more than two years. After the first crop has been picked, the foliage of standard varieties should be mowed off and removed from the patch. The rows should then be narrowed down by plowing a furrow from each side of the row leaving a ridge of back-furrow between the rows. This should be worked down with harrows and cultivators until the furrows have been filled and the ground again made level. A spike-tooth harrow may be used but the teeth should be set with a back slant so as not to tear out the plants when crossing the rows. In small gardens this work may be done with a spade and garden rake. Continue to work the ground until the surface is smooth. This will slightly cover the crowns and the plants which remain in the rows will soon come up through the fine covering of soil. Apply a top-dressing of manure and continue to cultivate the same as the first year, and your second crop will be fully as profitable as the first.

After the second year's fruiting, plow the plants under and plant the ground to some other crop.

### The Everbearers

The everbearers are so exceedingly productive and their fruiting season covers such a long period that it is absolutely necessary that the soil contain an abundance of plant food and berry building material.

A heavy dressing of manure should be plowed under and thoroughly worked into the soil before the plants are set and a top dressing of manure applied soon after setting, spreading the coarse material close around the plants under the foliage to serve as mulching when they begin fruiting.

The season the plants are set, all blossoms should be removed until July, after which they may be allowed to fruit to full capacity and they should then fruit heavily until freezing weather. The following year they will fruit abundantly from early summer until late fall with the exception of a short rest period during July.

The everbearers may be grown either in hill, single hedge or double hedge row system, but the hill system has proved to be the most profitable. It is unnecessary to mow off the foliage of the everbearers. However, this may be done if desired the second year after the early summer crop has been picked, at the time when the plants enter their rest period. If this is done prepare the bed the same as for standard varieties.

If these simple instructions are followed, the everbearers will prove exceedingly profitable either for home use or market.

### Irrigation

Irrigation is an insurance policy on the crop, therefore, if you are situated so that you can irrigate you will find it highly profitable to do so. One can realize only through actual experience, the increased profits which result from irrigation.

The two systems most generally used are the overhead or sprinkling system and the ditch or gravity system. With the overhead system, the water is applied in the form of fine rain. With the ditch system, shallow furrows or corrugations are made between the rows into which water is run until the entire ground is wet. The water may be obtained either from a well, lake, river or city water works. It may be applied during the heat of the day if desired without injury to the crop; however, if applied at night, the evaporation is less. The ground should be cultivated as soon after irrigation as conditions will permit.

(Note: The Skinner Irrigation Company, Troy, Ohio, manufacture one of the best overhead irrigation systems on the market and they will gladly furnish complete information on the subject.)

### Crop Rotation

Crop rotation is very essential in Strawberry growing. After plants have fruited two years, they should be plowed under and the ground planted to some other crop. This may be done as soon as they have finished their second year's fruiting.

Any of the legumes—clover, cow-peas, soy beans, velvet beans, vetch or alfalfa, are ideal crops for rotation because they add great quantities of humus and nitrogen to the soil. Vegetables or farm crops also may be used to advantage as rotation crops.

### Going Into Business

On page 25 is one of the best methods now used for marketing Strawberries if you live on a main traveled road. A neat little roadstand such as shown there will attract many customers right to your door, and you will get prices for your berries often equal to or greater than the store prices. Thus you will not be sharing anything with the grocer.

(continued on page 25)



# Get Your Apple Trees Here

All Kellogg's Apple trees are first class, and rigidly inspected, true-to-name and especially selected for hardiness and productiveness. We have them in two sizes, as indicated in price list. Plant 32 to 40 feet apart.



Red  
Duchess



Yellow  
Transparent



Delicious



Jonathan

**Anoka.** Bears one year after planting. Eight crops of Apples at only ten years old—hardy in all climates, high quality, delicious fruit. Attractive red. July-August.

**Dark Red Delicious.** Deep rich red; juicy and good. Plant for extra profits. Sturdy. November-March.

**Dark Red Jonathan.** Prolific. Bears while young. November-April.

**Dark Red Northern Spy.** Genuine Northern Spy of vivid red. Good keeper; shipper.

**McIntosh Red.** Large crimson fruit, slightly acid; good keeper and shipper. October.

**Yellow Transparent.** Very early; large, yellow, flesh white. July.

**Red Duchess.** An improvement on the old Duchess. Color, rich red over all. Late July.

**Rhode Island Greening.** Cook it, keep it, eat it raw. Good until the ground begins to thaw. Large, greenish yellow. Abundant yielder. December-April. Pick early.

**Stayman's Winesap.** Bright red eater, cooker. Extra large, prolific. Can be stored. Winter.

**Yellow Delicious.** A taste that's mild and sweet. A shape that's plump and neat. Golden Yellow; productive. Good cooker; bears young. November-December.

## Prices of Apple Trees at Right

## New Customers Wanted— A Gift for You

When you send us your order, also send us the names of 3 or 4 people you know who are enthusiastic gardeners, and we will include a special gift with your order. Gift will be our choice, but will be a plant or bulb of value. Names must be sent before March 10, 1951, and please do not send more than 4. We want only the best.

This offer good only with an order, as we cannot afford to send gifts separately.



# We'll Send You the Best—



Anoka

## PRICES:

2-yr., 7/16 in. to 9/16 in. caliper

1 for \$ 1.30    2 for \$ 2.28    3 for \$ 3.20    6 for \$ 5.95  
12 for 11.65    25 for 20.95    50 for 39.00    100 for 71.50

2-yr., 11/16 in. caliper

1 for \$ 1.82    2 for \$ 3.19    3 for \$ 4.48    6 for \$ 8.35  
12 for 16.35    25 for 29.35    50 for 54.60    100 for 99.50

## Hyslop Crab

This famous jelly-maker is too well known to need description—who does not love the way it sparkles, and its deliciousness? And, those marvelous spiced crab apple pickles! U-mm! Large for a crab. Over-all red. August. Trees in 2 sizes: 7/16 to 9/16 in., and 11/16 in. or larger. Prices same as other apple trees.



Hyslop Crab

**Minimum prepaid tree order, 6 trees (All sorts: Apple, Peach, Plum, Cherry, Quince, Apricot, etc.)**

## Kellogg's Apricots

Not at all difficult to grow, and you'll get good prices for the fruit. Grow them just as you would Plums, but if possible give them a northern exposure, to delay blooming, and thus eliminate danger of late frosts.

**PRICES:** 1 for \$1.63; 2 for \$2.99; 3 for \$4.39.

Prices include shipping charges as indicated on page 30, if a minimum of 6 trees, all sorts, is ordered.



Apricot



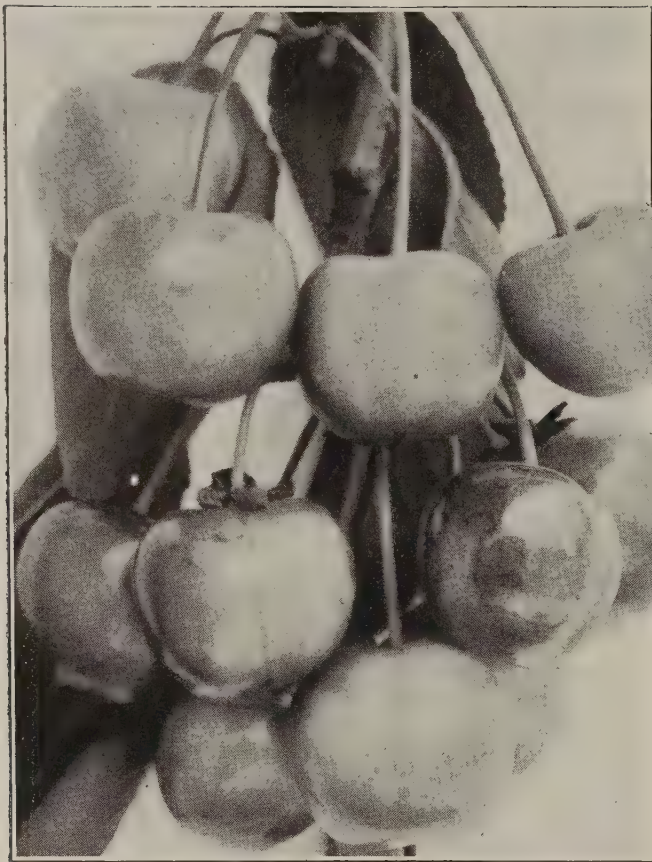
Quince

## Quince

Fine for jellies, preserves, Quince honey, and other uses. Good profit-makers as fruits are wanted for jellies. You can also make money by selling Quince honey. Hardy. Bear August and September. Bear young.

**PRICES:** 2-yr., 7/16 in. to 9/16 in. caliper, 1 for \$2.19; 2 for \$4.19; 3 for \$6.19.





Royal Ann

Cherry Trees are offered in two sizes: the economical 7/16 in. to 9/16 in. caliper trees, and the large 11/16 in. caliper. The 11/16 in. trees will be at least that large, and often will be larger. All 2-year stock.

### SWEET CHERRIES

These are the Cherries that are so good when eaten from the tree. Extra high prices when offered for sale. Prices below.

**Black Tartarian.** Large, rich, black, sweet. June.

**Royal Ann.** (Above.) Large, pale yellow, red cheek. Firm flesh. July.

**Schmidt's Bigarreau.** Large, black, dark flesh. July.

**Windsor.** Large, dark red. Late July.

# Kellogg's Cherries

We carry only the leading, reliable varieties of Cherries. You can order them with confidence. All are the high-grade, thoroughbred, Kellogg Quality. All covered by our liberal guaranty.



Montmorency

We Pay  
Shipping  
Charges  
See page  
30

### SOUR CHERRIES

We offer you the most popular varieties—none better so far. All Sour Cherry Trees, 7/16 in. caliper.

**Montmorency.** This is an old, heavy fruiting favorite. Cherries beautifully red, plump, smooth and shiny. Fine for canning or table. Sure bearer. Late June. Prices below.

**Early Richmond.** This is the "English Pie Cherry." Many like it better than Montmorency. Fruit medium size, red and juicy. Tree is strong grower; bears young. June. Prices below.

#### PRICES—Sweet and Sour Cherry Trees

7/16 to 9/16 in. Caliper				11/16 in. Caliper			
1 for	\$1.75	6 for	\$8.75	1 for	\$2.25	6 for	\$12.25
2 for	3.25	12 for	15.25	2 for	4.25	12 for	24.25
3 for	4.73	25 for	31.50	3 for	6.25	25 for	49.95



Green  
Gage

# Kellogg's PLUMS They are Just "Plum Good"

All well branched, healthy and vigorous, two-year-old stock.

**Stanley Prune.** Fine for cooking, fine for eating fresh. The fruit is large and dark blue. Flesh greenish yellow, juicy, tender, firm, sweet; freestone; midseason.

**Fellenberg.** (Italian.) Good sized purple. Good canner; ideal for drying. September.

**Green Gage.** (Pictured at left.) Always a favorite either for canning or table. High sugar content. September.

**R. M. Kellogg Co., Three Rivers, Mich.**



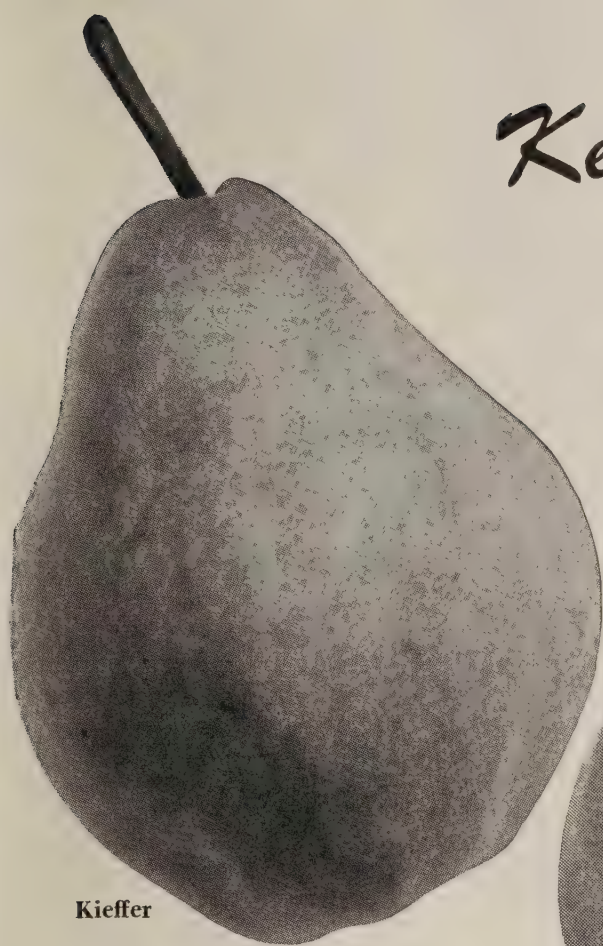


# Kellogg's Pears

Pick a Pear—You'll Find  
It There—When the  
Tree Comes from Kellogg's

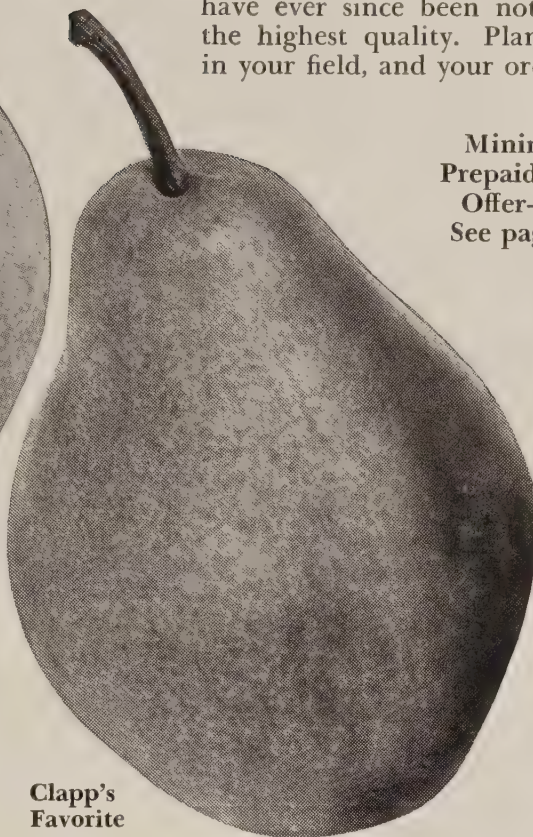
The name Kellogg when attached to Pear Trees, means just as much as with Strawberry Plants. Founded in 1869, we have ever since been noted for stock of the highest quality. Plant Kellogg trees in your field, and your orchard will yield.

Minimum  
Prepaid Tree  
Offer—Six.  
See page 30.

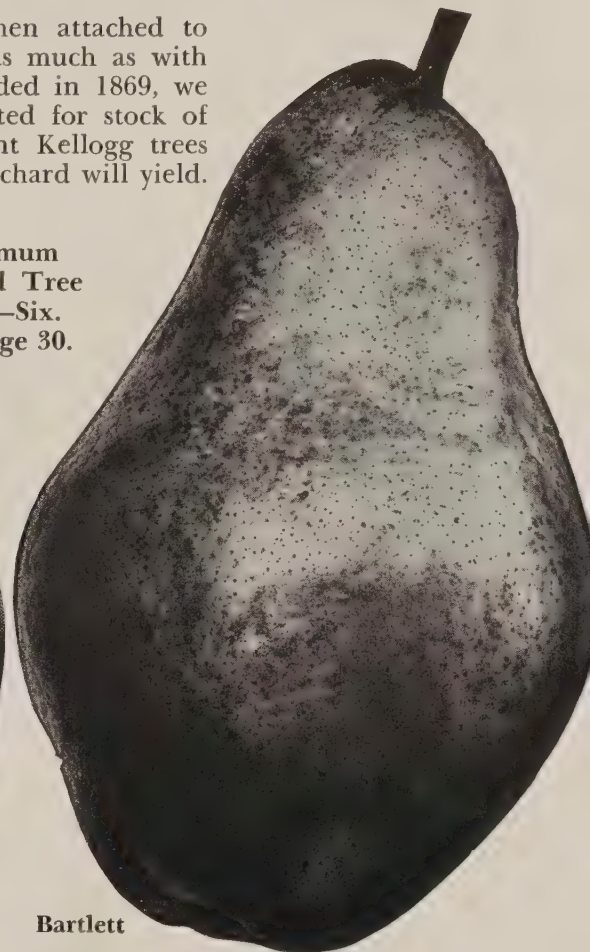


Kieffer

**Bartlett.** This old favorite is large and juicy, and has a mild but rich flavor. A very strong grower and prolific bearer. One of the best canning Pears. Bears in September.



Clapp's  
Favorite



Bartlett

**Clapp's Favorite.** A very large and handsome Pear, yellow with red cheek. The best of the large early Pears. A fair canner if picked before too ripe. Bears in August.

**Kieffer.** A large yellow Pear noted for keeping. Fast grower, young bearer. Bears in October and November.

## PRICES

2-yr., 7/16 in. to 9/16 in. Caliper

1 for . . . . \$1.45	6 for . . . . \$ 7.45
2 for . . . . 2.65	12 for . . . . 14.65
3 for . . . . 3.85	24 or more
	at \$1.19 each

2-yr., 11/16 in. Caliper

1 for . . . . \$1.95	6 for . . . . \$10.45
2 for . . . . 3.65	12 for . . . . 20.65
3 for . . . . 5.45	24 or more
	at \$1.69 each

We pay shipping charges when 6 trees or more are ordered. Order may include all or any sorts: Apples, Cherries, Pears, Plums, etc.

## PLUM PRICES

2-yr., 7/16 in. to 9/16 in. Caliper

1 for . . . \$1.45	6 for . . . \$ 7.45
2 for . . . 2.65	12 for . . . 14.65
3 for . . . 3.85	24 for . . . 28.56

2-yr., 11/16 in. Caliper

1 for . . . \$1.95	6 for . . . \$10.45
2 for . . . 3.65	12 for . . . 20.65
3 for . . . 5.45	24 for . . . 40.56



Superior

**Superior.** (Pictured above.) A new variety of large, firm, beautiful red; delicious flavor. Peels easily, just like a Peach. Very hardy. Strong and healthy. Very good market variety. Rich yellow flesh. Early August.

## Dwarf Pears

Grow only 12 to 15 feet high. Excellent for home use. Easy to pick. Three varieties as follows:

### Bartlett

Fruit same as standard size Bartlett.

### Clapp's Favorite

Fruit same as standard size Clapp's Favorite.

### Dwarf Duchess

Large, often russet, greenish yellow, sweet and buttery. Oct.-Nov.

## DWARF PEAR PRICES

2 to 3 Ft. Size

1 for . . . . .	\$1.75
2 for . . . . .	3.25
4 for . . . . .	6.25

3 to 4 Ft. Size

1 for . . . . .	\$2.25
2 for . . . . .	4.25
4 for . . . . .	8.25



# **Plant Peachy Peaches from Kellogg's**



**of  
Three Rivers  
Michigan**

**Peach  
Grower's  
Haven**  
It's Hard to  
Beat a  
Haven Peach

**Red  
Haven**

**Fair Haven**

**New Fair Haven--**  
A Cross of J. H. Hale  
and South Haven

**Red Haven**  
Extra Early

**Hale-  
Haven**  
A Great  
Money-Maker

**Hale-  
Haven**



# New Fair Haven

The New Fair Haven Peach is a cross between J. H. Hale and South Haven, so can't help but be a winner. It has earliness, great fruitfulness, hardiness, flavor, shipping quality, beauty of form, and wonderful color. It ripens about one week before Hale-Haven.

Fruit, larger than Hale-Haven or Red Haven, even when heavily loaded. Shape, nearly round. Color, bright golden with attractive bright red cheek. Skin smooth and very tough. Ships exceedingly well.

Flesh, medium yellow with moderate amount of red at the pit. Moderately fine texture, well flavored. It resists browning. Freestone.

Try this new variety. It will make you big profits.

## Red Haven

This beautiful, flaming scarlet Peach is extra early. Days before the ripening time of other good Peaches, it will be enticingly colored with all-over flaming scarlet, ready to pick, firm and solid, awaiting a trip to distant markets. Easy to handle.

Red Haven has all the famous Haven flavor and advantages; fine, sweet, firm-textured, with beautiful golden flesh. Excellent for eating fresh, excellent canner. Best quality in every way. Hardy. Excellent yielder. Bears young. Freestone and self-pollenizing. A profit-maker from the word "Go."

## Hale-Haven Peach

Produces loads of huge, delicious fruit early, when mouths are watering for the season's first Peach. Frost resistant. A great money-maker. Fruit beautifully colored; beautifully shaped; flesh thick, wholesome, delicious. Perfect freestone. Often bears second year after planting. Two weeks earlier than Elberta. It has been well tested, and has proven reliable.

## Other Peaches

### Elberta

Large, oval-shaped, yellow freestone. Red cheek. Profic, hardy. Mid-September.

### Golden Jubilee

Extra early. Moderately oval in shape; color vividly marked bright orange. Gives yields that are truly enormous, all high quality fruit. Delicious flavor. Excellent freestone. Good fresh or canned. Perfect pollinizer. Hardy.

### J. H. Hale

Flesh yellow, sweet. Good canner and shipper. Largest freestone. Early September.

#### PRICES

2-yr., 7/16 in. to 9/16 in. Caliper

1 for	\$1.30	12 for	\$11.65
2 for	2.28	25 for	20.95
3 for	3.20	50 for	39.00
6 for	5.95	100 for	71.50

2-yr., 11/16 in. Caliper

1 for	\$1.82	12 for	\$16.35
2 for	3.19	25 for	29.35
3 for	4.48	50 for	54.60
6 for	8.35	100 for	99.50

We pay parcel post or express per terms on page 30.

## The KEY TO STRAWBERRY PROFITS

But remember that your roadside stand must be neat and orderly. If you are handy with tools yourself, you yourself can build it, but do not put up a slipshod affair made of old left-over lumber and sloppily constructed. A little paint for painting your roadside stand and reasonably good lumber and workmanship used will pay amazing dividends.



People naturally expect to find fine, high quality fruit at a stand which is neat, orderly, and well-kept. Keep yours clean, and well painted, and your trade will double.

It is even advisable to landscape the grounds around your stand with shrubs and flowers, and by all means keep these neat and orderly—take just as much care of them as you do your Strawberries because they are a part of your advertising scheme which attracts customers to your door, and after all, of what use is a fine crop of Strawberries if nobody buys them. People will expect to find fine, high quality fruit in a stand which is neat, orderly, well kept, and possibly landscaped a little, and they will stop and buy at good prices to the doubling of your profits.

### Marketing

Your selling plan should be governed by local conditions. If you have a large acreage, it is advisable to sell to grocers, while if your acreage is small and you can devote the time, it is more profitable to sell direct to the consumer. In either case, you should adopt a trade-name for your berries and label your crates and boxes so that the public will become acquainted with your name and particular brand of berries. Large placards should be placed in stores where your berries are for sale and by also placing placards in garages and gasoline filling stations, many buyers can be brought direct to your place. Small advertisements in local papers are also effective in reaching the buyer.

### Your Golden Opportunity

Whether you will conduct a business of your own or spend your life working for others is a question which you must decide. Those who have plodded along in the same rut for years and are satisfied to continue doing so should work for the other fellow, but all who have a desire and ambition to succeed, and place the highest value upon themselves, should aim to establish a business of their own.

To this ambitious class, Strawberry growing offers a wonderful opportunity because it requires only a very small capital and but little experience. The salaried man may begin growing Strawberries on a small scale in his home garden or on a small rented plot without interfering with his business position, as the small amount of work required may be done during his spare time.

And now a word for the beginner. Strange as it may seem, often beginners—people who have never grown Strawberries in their lives before—are the most successful. This

(continued on page 28)



# Kellogg's

# Raspberries ~



15%  
Discount  
on Raspberry  
Orders for 1000  
Plants or More

## Sodus Purple Raspberry

SODUS is a dandy. Has the delicious flavor and texture that makes people come back for more; mild, sugary and delicious. Its new color attracts buyers and its flavor keeps them. Berries large, firm and attractive; do not crumble. Plants vigorous, hardy, productive.

12 for .....	\$2.30	50 for .....	\$ 6.60
25 for .....	3.70	100 for .....	12.35

15% discount on orders for 1000 or more.



### Logan Black

Firm, solid, large, and glossy. Color purplish black. Rich and spicy, brings customers back for more. Sturdy grower. Heavy yielder. Prices at right.

#### PRICES

#### Black Raspberries at Left

12 for ..	\$1.85	50 for ..	\$5.20
25 for ..	2.97	100 for ..	9.75

15% discount on orders for 1000 or more.

### Cumberland Black

A favorite for years, and you can rely on it. Hardy, strong, tall, fruitful. Large, delicious. Midseason. Prices at right.

## Four Favorite Red Raspberries

### Sunrise Red

The earliest, the best, the brightest red. Extra large, fine textured, sweet, tangy flavor. Keeps well after picking, gets top prices. This is due to its earliness and extra fine quality throughout. Good for home gardens. Keeps color in the can, delightful to eat freshly picked. Easy to grow. Grows most anywhere. This is a new variety that you will want to try. Prices at right.

### St. Regis Red

If you want a summer variety, fine. St. Regis bears an excellent crop in the summer. And if you want a fall bearer, that's fine, too, for it repeats in the autumn. Strong grower, heavy producer, hardy. Berries medium large, bright red, delicious flavor. Prices below.

### Latham Red

Late and good! Berries nearly 1 inch across, deep red, not crumbly. Delicious. Heavy bearer. Hardy. Fruits for years without replanting; now the favorite red. Prices below.

PRICES Red Raspberries above double line  
12 for .....\$2.10      50 for .....\$ 5.90  
25 for ..... 3.35      100 for ..... 11.05  
15% discount on orders for 1000 or more.

### Indian Summer Red

There are two crops: one regular crop in June, and another crop in the fall. Good, too, and delicious. Fine fresh, canned, or frozen. Berries thimble-shaped and borne in large, loose clusters. All berries mature. Hardy, strong, vigorous and upright. Becoming very popular. Try them!

PRICES, Indian Summer  
12 for .....\$2.55      50 for .....\$ 7.30  
25 for ..... 4.10      100 for ..... 13.70  
15% discount on orders for 1000 or more.





# and the Famous Boysenberry

Kellogg's Raspberry and Blackberry plants are grown under the best of conditions and are given the best of care to make them the best possible plants for you. Our grower is an expert with this type of plants and specializes in them almost exclusively. All are top grade and rigidly inspected by the Michigan State inspector.

## Boysenberries

*Amazingly Good  
Huge in Size...*

## Money-Makers

More and more rapidly Boysenberries are coming to be one of the big moneymakers for fruit growers. On account of their unique flavor, which combines all the delights of Raspberries, Loganberries and Blackberries, they are very much in demand. Also on account of their size, the berries being huge, about 1 by 2 inches. They certainly do make a good display in the box. No fruit introduced in recent years has created quite the sensation that Boysenberries have.

Can be used for pies, shortcakes, canning or fresh from the vines. No hard seeds. They fruit 1 year after planting.

### Grow on Trellis-Easy to Pick

Berries stand out well away from the vines; easy to pick. Large fruit makes quicker fill-up of box. Trellis should be 4 to 5 feet high.

#### Boysenberry Prices

6 for .....	\$1.75	25 for .....	\$4.10
12 for .....	2.55	50 for .....	7.30
100 for .....	\$13.70		

15% discount on orders for 1000 plants or more.



**Boysenberry Cultural Note:** Plant Boysenberries at least 5 to 7 feet apart, 8 to 10 feet for commercial planting. Train new growth both ways on wires or trellis. For winter, mulch with straw or coarse stable manure. Sandy loam best; good drainage.



## Thornless Boysenberry

These will be appreciated by the home gardener in particular, because of their freedom from sharp spines. They can be easily and safely picked.

Thornless Boysenberries ripen about 3 weeks earlier than the regular Boysenberry, too, and perhaps you'll like their flavor better—more of a "tang"—really delicious.

#### PRICES Thornless Boysenberries

6 for .....	\$1.80	25 for .....	\$4.30
12 for .....	2.65	50 for .....	7.70
100 for .....	\$14.50		

15% discount on orders for 1000 plants or more.

**R. M. Kellogg Co., Three Rivers, Mich.**



is because these people have learned no false methods of growing and they are not inclined to pooh-pooh the methods that we outline here. These are the people—and you may be one of them—who follow instructions implicitly and in so doing, produce the big crops of high grade, high quality berries that bring big prices on any market. A little energy, a little ambition, and the will to do as you are told—that is all that is necessary. Follow these simple instructions and we know you will succeed.

The writer of this book, as well as many other successful Strawberry growers, started in this manner; proving that a small beginning with Strawberries may result in a profitable and successful business.

### Raspberries and Blackberries

**SOIL PREPARATION.** Thoroughly work soil before planting. Any good soil will grow Raspberries. If the soil is poor, use a liberal quantity of stable manure or good commercial fertilizer, working thoroughly with the soil before planting. We recommend a 6-8-6 commercial fertilizer.

**PLANTING.** Dig a hole 6 inches or more deep, or make a furrow large enough so the roots can be well spread. Cover roots with fine soil. Press soil with feet tightly against roots. Hoe shallow occasionally. New growth usually starts from below the ground and no alarm need be felt if a portion of the top dies.

**OTHER SUGGESTIONS.** It is advisable to mulch plants with straw, leaves, or coarse manure during the winter months. In the summer after fruiting, all old fruiting canes should be cut out and burned. In early spring all new canes should be cut back to a height of 24 inches to induce heavy fruiting. Black Raspberries should be pinched back to induce strong lateral growth.

### Grapes

**SOIL PREPARATION.** Prepare soil for Grapes as for any farm crop. Contrary to general belief, Grapes will thrive best on a rich soil, although they like a sandy loam, and will do well on clay or clay loam. Do not hesitate to use fertilizer, but never put fertilizer in hole with plants.

**PLANTING.** When planting Grapes, not more than two buds should be left. Dig a hole plenty large enough to allow roots to spread. Usually Grape plants come with two sets of roots. When planting, raise the top set, then place in hole and cover lower set with earth and tramp firmly. Then place top set and repeat the operation. Water well, keeping ground surface level.

**OTHER SUGGESTIONS.** Growth should be restricted the first year to one stem. This will form the trunk. The second year allow to run in both directions along a wire. Grapes bear fruit upon wood of the current season's growth and it is quite necessary to severely prune them each year. The usual time for this is February before the sap starts. If done too late they will BLEED and severely injure the plants. A mulch of stable manure is very beneficial to conserve moisture and feed the plants. If manure is not available, use any good commercial fertilizer. Mulch with straw.

### Fruit Trees

**SOIL PREPARATION.** If possible, plow or spade the area to be planted to fruit trees. If the soil is rich, no fertilizer need be used until the trees are planted.

**PLANTING.** If you have only a few trees to set you can plant them directly from the bundle or box in which received. If a large quantity, it is best to remove them from the bundle or box and heel them in until ready to plant,

being careful at all times that the roots are not exposed to the sun or wind. Next dig the hole large enough so that the roots will not be cramped or bent. When throwing out the soil, keep the *top soil* separate. The hole should be deep enough so that the roots and that portion of the trunk below the bud or graft is below the ground level. This point can be determined by the slight crook in the trunk. Now place the tree upright in the hole and throw in top soil around the roots, tamping firmly with feet. When two-thirds filled, water thoroughly and allow to settle before filling in remainder of soil. Keep ground level. Water often the first year.

**OTHER SUGGESTIONS.** After planting, a mulch of stable manure is especially beneficial as it will furnish food for the young tree and conserve moisture. After planting, or before, if you choose, prune away one-half to two-thirds of the top of the young trees. *This is important* to balance the tree, as much of the fibrous root system is lost in digging. Use only a sharp knife or pruning shears, being careful not to loosen the long tree in the operation.

**SPRAYING.** This operation varies so much in different localities and among different fruits that it is next to impossible to advise on the subject. We suggest that you write your own Department of Agriculture on any particular phase with which you may not be familiar.

### Asparagus

**SOIL PREPARATION.** Plow or spade to a depth of 12 inches and work ground thoroughly to kill all weeds or grass. If possible, harrow or rake a liberal quantity of fine or decomposed stable manure in the soil.

**PLANTING.** Mark out rows not less than 3 feet apart. Next make a furrow with a heavy hoe or jump shovel 4 or 5 inches deep. Place the young plants in the furrow about 20 inches apart, spreading the roots along the furrow so the plant will lie almost flat with crown or buds upright. Cover with soil so that the ground will be level. This will place the crowns below the ground level as they should be. New growth will appear in a short time.

**CULTIVATION.** Cultivate thoroughly and often. Be sure to keep all weeds removed from the row so that young plants will not be strangled.

**OTHER SUGGESTIONS.** After the crop has been harvested, cut off and burn all old tops. This will lessen the possibility of both insect and fungus diseases as well as allow the roots to develop strongly for the next season's crop.

From office desk, factory bench, workshop and farm, men and women have come to achieve success with Kellogg's thoroughbred Strawberries, the writer is one of them. You may be another. It is up to you.

You have read of the amazing success of many men and women from all walks of life. With the full realization that you can make these BIG PROFITS this year and become independent of other work, other jobs . . . financially independent and your own boss . . . NOW IS THE TIME FOR YOU TO ACT!

Delay brings you nothing. Dreaming brings you nothing. ACTION will! Sit down right now and plan your first order. Large or small, it will start you on your way to Kellogg Strawberry Profits this year. Write your order and place it in the mail tonight and you have taken the first step to your own success and independence!

Your friend,

F. E. BEATTY

**R. M. KELLOGG CO.**  
**THREE RIVERS, MICH.**



# This is the Biggest Improvement in Blackberries in Many a Year

## New Blackberry Black Ebony

It's just as sweet as it can be and fertile too, as you will see

I remember when I was a "kid", I didn't like Blackberries. They would look good and I would pick one and eat it, but always there was that bitterness, and the first one would be enough. And so when I first tried Black Ebony, I was skeptical—thought sure that the bitterness would be there—BUT Black Ebony fooled me. The first berry was sweet and delicious, the second was the same, and the third—and first thing I knew I was picking with both hands and eating as fast as I could pick, and each berry seemed more delicious than the one ahead of it.

The seeds seemed tender too, and didn't get in my teeth—and there were plenty of berries there. Every bush out of thousands beautifully loaded with fine large clusters of sparkling, jet-black berries.

### It's Fertile - It Bears

But best of all, Black Ebony is completely fertile. It bears fruit—large clusters of it on every bush, lots of clusters. You'll be surprised how soon you can pick a box. This is the variety for you, whether you grow for home use or market.

Otherwise it has all the qualities that can be claimed for other Blackberries: strong, hardy grower, heavy producer, big berries. Try a few at least. Prices at right. Two sizes:



PRICES	
1-Yr., No. 1 Plants	
6 for	\$ 1.95
12 for	3.45
25 for	7.25
50 for	13.50

PRICES	
2-Yr. Transplants	
6 for	\$ 3.15
12 for	5.50
25 for	11.50
50 for	21.60

Priced in two sizes. See prices 1-yr. plants at left.

## Other Blackberries

### Alfred

Many growers prefer Alfred to any other variety, claiming big profits and lasting customer satisfaction. Beautiful, glossy black berries, often 1½ inches long and 1 inch across. Almost free from seed or core. Plants sturdy and healthy. Prices at right.

### Eldorado

Eldorado has been out in front for a longer period of time than any other variety. Strong, hardy. Heavy producer. Berries big, sweet, delicious. Seldom injured by frost. Clusters large and beautiful. Always bring top prices. Plants extra clean, pure and healthy. Prices at right.

PRICES	
12 for	\$ 1.85
25 for	2.97
50 for	5.20
100 for	9.75
200 for	18.65
300 for	27.55
400 for	36.50
500 for	45.00

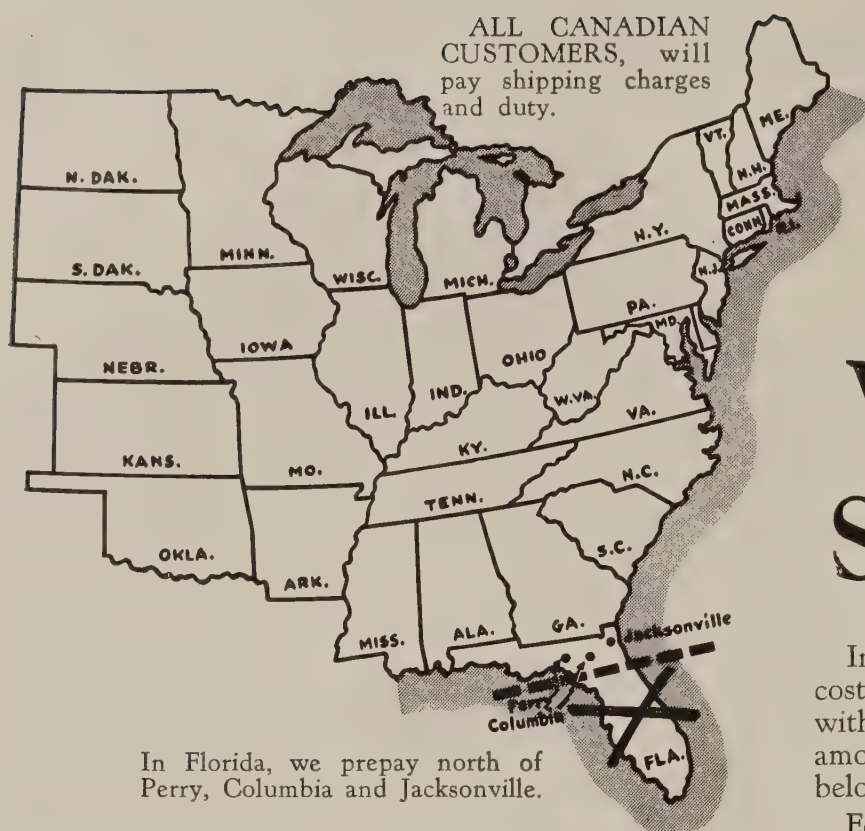
10% discount on orders for 1000 or more.



**R. M. Kellogg Company**

**Three Rivers, Mich.**





If You Live in  
the area mapped  
at left and if your order  
amounts to over \$4.00

## We Pay Shipping Cost

In order that you may know just what your plants will cost you, we now pay the shipping charges, if you live within territory mapped at left—providing your order amounts to \$4.00 or more. (See exception as to trees, below.)

For orders smaller than \$4.00 within the mapped area, please add 30c for postage and packing unless your order includes trees, in which case it will be shipped express collect for charges.

We reserve the right to ship by the cheapest method, unless your express office is too far from you. Please give the town in which the nearest express office to you is located (if there is none in your town) and also give the distance of such office from you. A space is provided on order blank. We will not ship express if distance is more than five miles, unless you order large trees which exceed parcel post size or weight limits.

## If You Live Farther . . . .

You will pay the shipping charges when your order is received, either to the expressman or the parcel post delivery man. Here again we ship cheapest method, but avoid express when your nearest express office is more than 5 miles from you, unless you order large items which exceed the parcel post size or weight limits.

The above rule applies only when you live outside the mapped area.

Canadian customers pay duty and shipping charges.

## When You Order . . . .

Please write plainly and use the special order blank enclosed, if you have one. Also write your name and address on the outside envelope. These two forms are both part of our office system, and make proper handling of your order easy.

But, if you have no order blank or envelope, send your order anyway. We are always glad to have your orders, and will give you the best service, in any event.

Send money by safe means—no unregistered currency, please!

## Minimum Tree Orders

Since most trees must be shipped express, we require a minimum order of 6 trees. Smaller tree orders are sent express collect for shipping charges. When 6 or more trees are ordered, the minimum express charge is distributed, and becomes moderate, and we can pay the charges.

The minimum order can include all kinds of trees, such as Apples, Peaches, Pears, Cherries, Plums, Quince and Apricot. You can see why this rule is necessary. One tree shipped express, average shipping distance, would cost 99c for transportation. It usually costs the same to ship 6, hence we can pay the shipping charges when 6 or more trees are ordered. Orders for less than 6 trees will have to be shipped express collect, regardless of the cash size of order.

**R. M. Kellogg Company**  
**Three Rivers, Michigan**

## C. O. D.'s

will be accepted, but we do not pay the shipping charges on C.O.D.'s. to any point. Better send money in advance.

We make all adjustments promptly. We cannot, however, be responsible for more than the cost of plants, whether adjustment is asked for failure of plants; or failure to fill order, for any reason whatsoever.

## GUARANTY

We guarantee all Kellogg nursery stock to be of highest quality, healthy, true to name, and capable of producing fruit or flowers of exhibition quality and quantity. We also guarantee all stock to reach you in good growing condition—we will replace any that does not. Our motto is "Every Kellogg Customer a Satisfied Customer," and we will make every reasonable effort to fulfill the motto.



From \_\_\_\_\_

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_



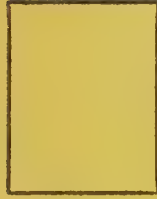
PLEASE WRITE PLAINLY



Do Not Write Here

Please  
Fill in  
Spaces  
at left

R. M. Kellogg Co.  
Three Rivers,  
Michigan





**Do Not Mail Currency  
in this envelope without  
Registering**



## Write Plainly

Address \_\_\_\_\_

Town \_\_\_\_\_ State \_\_\_\_\_

Distance	Miles
----------	-------

HOW FAR FROM YOU TO NEAREST EXP. OFFICE IF NONE IN YOUR TOWN

C	ST	CK	MO	CC	Ref	Ret
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[illegible]

**Use Other Side If Necessary**



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# Kellogg's Van Buren Grape

## The New Sweetheart

Sweeten your bank account with this new wonderfully flavored Grape. Much sweeter than others. Really delicious, and a treat to the palate. Customers tasting it, will come back for more, just like flies after honey.

## It Draws Customers Like Honey Draws Bees

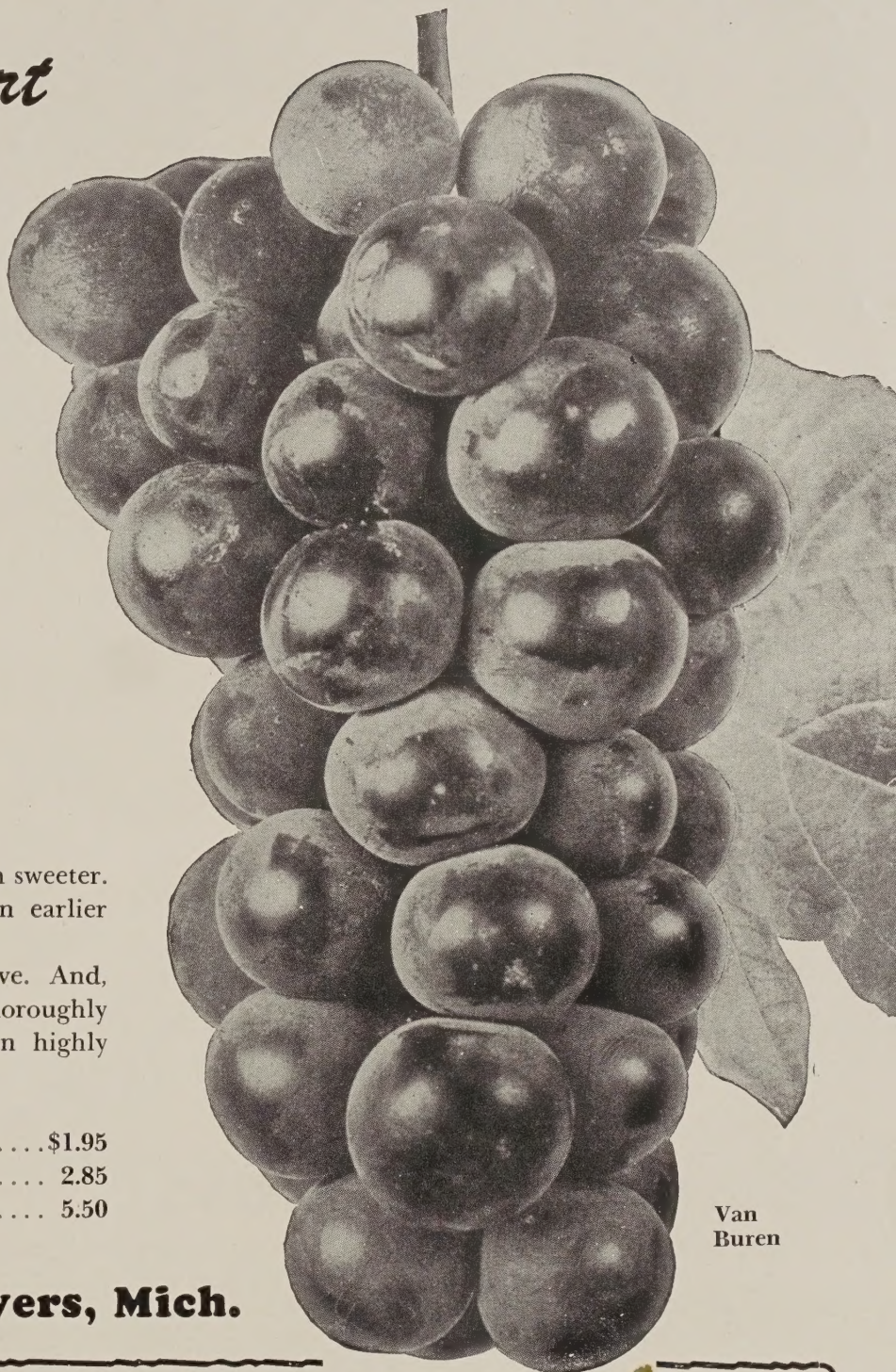
Van Buren resembles Concord in flavor, but is much sweeter. And, it ripens extra early. Ripens mid-August, even earlier than Fredonia. It captures the market.

Vines strong, vigorous, winter hardy and productive. And, the berries are of excellent size and appearance. Thoroughly tested in Grape-growing sections, where it has been highly recommended. Try it.

### PRICES

1 for .....	\$0.60	4 for .....	\$1.95
2 for .....	1.05	6 for .....	2.85
3 for .....	1.50	12 for .....	5.50
25 or more at 42c each.			

**R. M. Kellogg Co., Three Rivers, Mich.**



Van  
Buren

## Other Grapes that will Make You Money

**Catawba. (Red.)** Heavy producer of large, amber-red fruit.

**Concord. (Black.)** Most popular of all black Grapes. Excellent quality. Hardy, heavy yielder of large bunches of juicy, sweet and tender Grapes.

**Fredonia. (Black.)** Fine, large, plump, juicy. Very early. A truly fine Grape.

**Niagara. (White.)** Large bunches. Hardy; sweet and delicious.

### PRICES of Grapes Above

1 for .....	\$0.37	6 for .....	\$1.47
2 for .....	.49	12 for .....	2.79
3 for .....	.81	24 for .....	5.43
50 or more at 20c each.			

**Delaware. (Red.)** Hardy. Heavy producer. Delicious flavor.

**Moore's Early. (Black.)** Distinctive. Sweet flavor. Early.

**Portland. (White.)** Very early, very large. Sweet, hardy, productive. Can be eaten before fully ripe. Berries large and better than Niagara.

**Worden. (Black.)** Very hardy, healthy, and productive. Fruits early, surpassed by no other variety. Very popular family Grape.

### PRICES of Grapes Above

1 for .....	\$0.44	6 for .....	\$1.89
2 for .....	.73	12 for .....	3.63
3 for .....	1.02	24 for .....	7.10
50 or more at 29c each.			

**Caco. (Red.)** Juicy, sweet, extra early; large, long, compact bunches.

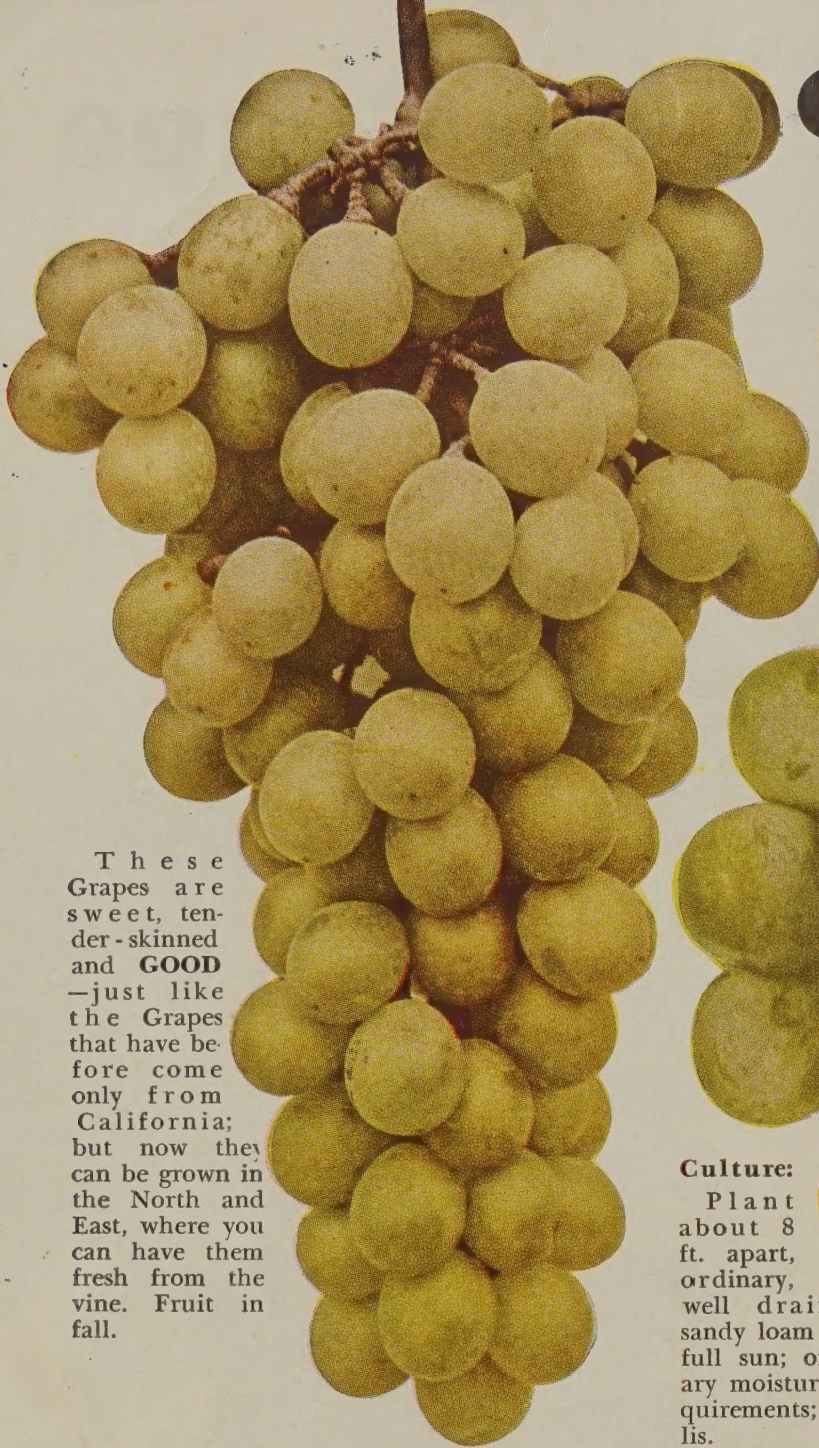
**Sheridan. (Black.)** More delicious, richer and better than Concord. Week later. Fine shipper. Very late.

### PRICES of Grapes Above

1 for .....	\$0.52	6 for .....	\$2.43
2 for .....	.91	12 for .....	4.71
3 for .....	1.29	24 for .....	9.27
50 or more at 38c each.			

All prices include shipping charges within area mapped at left—if your order amounts to \$4.00 or more. For smaller orders, add 30c for parcel post and packing.



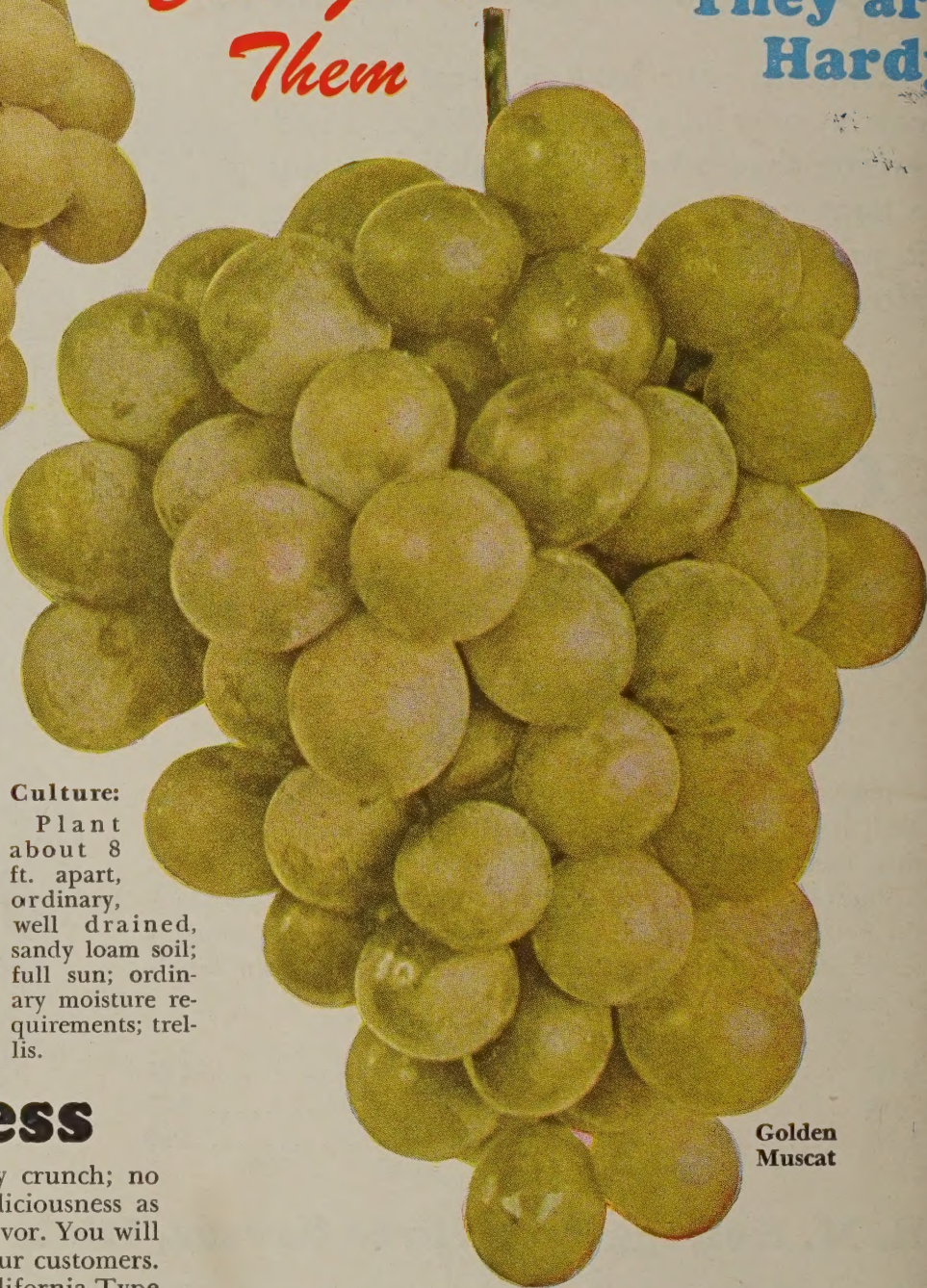


These Grapes are sweet, tender-skinned and **GOOD**—just like the Grapes that have before come only from California; but now they can be grown in the North and East, where you can have them fresh from the vine. Fruit in fall.

# California-Type Grapes

*Yes You  
Can Grow  
Them*

**They are  
Hardy**



Golden Muscat

## Seneca Skinless

Just a nice tender munch, and sweet, juicy crunch; no skins to worry about, and the same sweet deliciousness as the California varieties; strikingly similar in flavor. You will be amazed when you taste them, and so will your customers.

Seneca is the newest of the Hardy California-Type Grapes; with this added edible skin quality. Vine vigorous and productive; bunches well filled and attractive.

### Culture:

Plant about 8 ft. apart, ordinary, well drained, sandy loam soil; full sun; ordinary moisture requirements; trellis.

*Bargain!*

3 Golden Muscat \$1.65  
3 Seneca ..... 2.55

Total Value .... \$4.20

Special **\$3.99**  
Price:

1 for \$0.95  
2 for 1.75  
3 for 2.55  
4 for 3.35  
6 for 4.95  
12 for 9.75  
25 for 18.89  
50 for 35.00  
100 for 68.50

## Golden Muscat

An amazing cross between Golden Muscat and hardy northern varieties; will produce quantities of enticing fruit with big profits. Golden Muscat has all the fine deliciousness, meatiness, and firmness of the California varieties plus northern hardiness and stability. A fine commercially successful California type that grows wherever northern Grapes are grown. Bears quantities of beautiful clusters. Ships well. Money-maker.

### PRICES

1 for ..... \$0.65	4 for ..... \$2.15	25 for ... \$11.95
2 for ..... 1.15	6 for ..... 3.15	50 for ... 23.90
3 for ..... 1.65	12 for ..... 6.15	100 for ... 45.00

**R. M. Kellogg Company**  
**Three Rivers, Michigan**